

sophia levin

ux & brand designer

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experience

GreenSight Technologies (2026 Westly Prize winner) • Product Designer **April 2025 - August 2026**

- Shipped Scan-for-Value, an AI tool that appraises used electronics, to the App Store; designed the iOS and tablet experience end-to-end.
- Led product design across GreenSight's AI product suite, unifying iOS, tablet, internal tools, and admin dashboards under a single design system and reducing clicks per quote from 40 to 15.
- Revitalized the brand identity via color, type, and logo design, and extended the brand system to printed materials for the ITAD industry conference.

Cal Poly Iter8 • Project Manager & UX Designer **September 2023 - June 2025**

- Led user interviews and surveys with 100+ respondents, translating mixed-methods insights into client strategy and building 5+ prototypes spanning 30+ screens per project.
- Directed 2 teams of 5–6 designers through 10-week client project cycles across web, mobile, and desktop, maintaining a 100% on-time delivery rate.

Impact Justice • Web Designer **July 2025 - December 2025**

- Designed and shipped a four-page impact report microsite mapping 28 reform projects across 54 US sites.

Cal Poly Kennedy Library • Graphic Designer & Design Educator **March 2023 - April 2026**

- Developed original curricula and led 40+ workshops spanning Figma, InDesign, and data viz for 200+ students.
- Designed the Digital Projects Lab's brand identity, from logo, color, and type through 20+ templates, reaching 5,000+ students across print, digital, and library signage.

leadership

.WAV Zine • Web Design Manager **April 2025 - June 2026**

- Led 6 designers through a site redesign for 2,000+ readers, launched in Framer with a scalable CMS.

selected work

Pawsh • Lead Product Designer (App) & Graphic Designer **January 2025 - November 2025**

- Won 2nd place and People's Choice at the 2025 PPA Student Design Challenge
- Designed the app matching dog DNA results to personalized gear, from research to prototype.

education

California Polytechnic State University • San Luis Obispo **December 2025**

B.F.A. Art & Design, Graphic Design Concentration, Magna Cum Laude

skills

UX & Product: UX/UI Design • User Research • Wireframing • Design Systems • Prototyping • Usability Testing

Brand & Visual: Brand Identity • Art Direction • Typography • Packaging Design • Illustration • Motion Design

Toolkit: Figma / FigJam • Framer • Claude / Claude Code • Adobe Suite (Ai, Ps, Id, Ae, Firefly) • HTML/CSS/p5.js