



Sophie Soli

Senior Product Designer

Design System, iOS & Android Native App Specialist

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Skills

- **Tools:** Figma, Miro, Jira (Agile workflows), Confluence, Token Studio, Storybook, Adobe Creative Suite (such as XD, Illustrator, InDesign, After Effects)
- **Accessibility & Design Standards:**
 - Expertise in WCAG 2.0 AA standards for inclusive design.
 - Expertise in iOS Human Interface Guidelines and Google Material Design principles.
 - Expertise in native mobile app design and scalable design systems.
- **Prototyping & Interaction:** Skilled in wireframing and prototyping with a keen eye for micro-interactions
- **Visual Design:** Branding, illustration, icon design, typography, colour theory, visual identity, 3D modelling
- **User Research:** Expertise in user interviews online and in person, competitor analyses, journey mapping, persona creation

Education

- **UX Design**
General Assembly (2020)
- **Bachelor's Architecture**
Azad University Tehran (2016)

About Me

With 7+ years in design, I blend artistry and technical precision, creating seamless experiences where aesthetics meet utility. My expertise spans iOS Human Interface Guidelines and Google Material Design, ensuring my designs fluently converse in both iOS and Android visual languages. I prioritise communication, connection, and consistency, crafting designs that resonate with both the designer's vision and the developer's needs.

Ready for a designer who speaks human, thinks digital, and dreams in vivid colours? I'm the one!

Experience

Qantas (2023-2024) Senior Product designer

At Qantas, I redesigned the flight booking app's homepage, using componentisation and Figma Dev mode to cut delivery times by 30%. My focus on detailed documentation streamlined handoffs, boosting productivity and ensuring native platform consistency. This strategy expedited the launch and set a new efficiency standard in design process management.

The Iconic (2023) Designs system consultant

At The Iconic, I played a pivotal role in overhauling the design system during the app's refresh, using strategic systematisation to modernise the app without disrupting functionality. I delivered a guide enabling designers, developers, and product managers to grasp the creation of a design system tailored to The Iconic's needs. This effort not only established a new guideline for app design efficiency but also bolstered The Iconic's market leadership.

Circles Life (2022) Regional design lead

As a design lead, I spearheaded user research with customer service, sales, and marketing teams to create user personas and journey maps, focusing on Australian customers to maintain global brand consistency. Collaborating with designers and developers, we developed user-centric designs based on market insights and feedback.

- ↑ **Tiliter AI** - Sydney - Senior BX/CX UI Visual designer (2021 - 2020)
- ↑ **Kasta & Lucesco** - Sydney - UI/UX & Visual designer (2019)
- ↑ **Disruptiv agency** - Sydney - UI/UX & Visual designer (2018)