CV

Sophia Godfrey

About

I really enjoy sinking my teeth into difficult challenges. Getting to the heart of the problem, ensuring the whole team have a common language, discovering clarity, collaborating with technical teams and exposing misinterpretation are all things I am passionate about. Utilising tools from sketching to prototypes, testing to workshops, diagrams to presentations to support these objectives is what I enjoy doing every day.

Experience

March 2020 - Present

Principal UX Designer   **AVEVA - Unified Supply Chain**

Working within the Unified Supply Chain set of products, my main focus has been on Scheduling Assistant product. This new addition to the Scheduling offering utilises algorithms to assist Schedulers in the generation of operationally viable and economically optimised plans for crude movements within a refinery. As the sole product designer my responsibilities have included:

• Engaging with expert users to understand the domain, user workflows and needs
• Creation of diagrams to communicate user workflows and refinery constraints
• Working with software and ML engineers to design the end-end experience
• Prototyping and collaborating with front end developers on new features
• Helping to improve the design-dev workflow
• Supporting the deployment and adoption of the new AVEVA Design System

2018 - 2020
2017 - 2018

Principal UX Designer   **Cambridge Consultants**
Senior UX Designer

My role at Cambridge Consultants drew on a wide set of skills from mentoring and facilitation of workshops to sketching and UI design.

Developing and promoting design across Cambridge Consultants, including creation of sales collateral, education of staff and leading complex design work programs were all a part of my role. A few highlights were:

Project Tobago - A Service Management Platform for an in-flight connectivity service, specifically:
• Creation of simple visualisations of complex data.
• Testing, iteration and refinement of the UI.
• Working with the PO and PM to drive the generation and prioritisation of the system requirements based on user research.

Project Neutrinoscope - Educational AR app for Durham University, specifically:
• Workshops with the Particle Physics dept. and developers to determine what concepts to best portray using AR and how to balance the natural complexity of the subject matter with the simplicity needed to effectively communicate with the children.
• Testing the AR experience that successfully communicated scientific concepts.

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Experience cont.

2015 - 2017	**Senior Industrial Designer**	**Cambridge Consultants**
2014 - 2015	**Industrial Designer**	

My role within the Industrial, Commercial and Energy division spanned across physical and digital interfaces for applications within a wide spectrum of use cases. Work included designing a digital platform for the Government, wearable technology for theme parks and equestrian monitoring and display.

2012 - 2014	**Design Engineer**	**Dyson**
2010 - 2011	**Design Placement Year**	**EG Technology**

Education

General Assembly 2018
Accelerated UX Design

Loughborough University 2008-2012
Industrial Design BA (hons) First Class

Kimbolton School 1999 - 2008
A-levels 3As

Skills

Research, Design & Prototyping
• Interviews and usability testing
• Task flows/user journeys
• Rapid prototyping using InVision/Figma/Adobe XD
• Motion prototyping using Principle (some)

Planning & Collaboration
• Workshop Planning & Facilitation
• Communication of concepts, ideas and insights
• Experience working in Scrum and Discovery to Delivery Kanban (Jira, Github, ADO)

Soft skills
• Strong verbal, written and visual communication
• Proactive mentorship
• Structured and analytical approach

Portfolio

www.sophiagodfreydesign.com

References

References can be made available on request