



SOPHIE ROBERTSON

☎ 0403 754 809
✉ sophie.sarah.robertson@gmail.com
🌐 [linkedin.com/in/sophie-robertson/](https://www.linkedin.com/in/sophie-robertson/)
🌐 www.sophiesarah.com

KEY SKILLS

UX/UI design

Information architecture, storyboards, wireframes, low-fidelity and high-fidelity prototypes and ensuring Web Content Accessibility compliant.

User research

Developing personas, problem statements, user journeys and stories, conducting moderated and unmoderated usability studies, affinity diagrams and developing and prioritising actionable insights.

Website Management, Reporting and Optimisation

CMS (WordPress), HTML and CSS front-end development, landing page optimisation, website tracking and SEO.

Branding and Content Creation

Brand development and governance through graphic design, development of style guides, successful multichannel digital campaigns, copywriting, animating and video editing.

Stakeholder engagement

Collaborating with internal and external stakeholders, chairing meetings and creative ideation sessions, and presenting concepts.

ABOUT ME

Hi! My name is Sophie and throughout my career, my main focus has been the customer. I specialise in UX/UI design, leading projects that improve a brand's digital product for its users. With years of experience for national, market-leading brands, the skills that set me apart are my ability to understand and advocate for the users' needs, my strategic and agile thinking, and my strength in designing good user experiences.

EXPERIENCE



LifeFlight Australia (2021 - present)

DIGITAL SPECIALIST – UX/UI DESIGN

My role at LifeFlight has been to drive digital projects that improve the user experience including UX/UI design projects. I also focused on other digital strategies for improving the organisation's digital presence.

Achievements:

- **Led the redesign of the StarFlight Australia website.** This project began with conducting a research report that identified personas and their pain points that could be addressed and included competitor research. I then developed wireframes and mockups and presented this work for approval from the CEO and several Directors. My work directly influenced the development of a new style guide. I also oversaw and assisted in the website development.
- **Managed the LifeFlight website**, providing insights on pain points and optimising pages to improve the user journey including improvements to the Training Academy section.
- **Managed all reporting** for the website via Google Analytics and Google Tag Manager.
- **Designed the donation journey** to allow users to donate natively on the website, something historically they had never been able to do. This made the journey simpler for the user and included a journey that prompted the user through three simple steps.
- The significant pain points I identified through managing and reporting on the website led to **the LifeFlight website**

EDUCATION

Google UX Design Certificate (2022 - 2023)

The certificate provides experience in user research and UX/UI design for apps and responsive websites. I learned how to empathise with the user and design for the user's needs, testing and iterating on those designs to further improve.

Bachelor of Business (Advertising) with Distinction – (2015 – 2019)

Bachelor of Creative Industries (Animation) with Distinction – (2015 – 2019)

Techstars Dublin Inter-university Start-up Weekend at the Google EU HQ (2018)

I worked with Google and industry experts on new tech start-up ideas, pitching the projects at the end of the weekend to possible investors such as the Bank of Ireland. My team's idea has gone on to be created by my teammates and is called Squid Rewards.

redesign. I led this project, including designing prototypes and working with internal stakeholders to ensure business needs met user needs. The designs solved pain points and targeted the main 'supporter' user groups. The positioning of the brand as more personal was paramount, including the Information Architecture, the addition of content about the doctors and staff and a new section for patient stories. The pain points the designs also addressed were the ease of navigation, article layouts, readability of elements and Web Content Accessibility requirements. The site is under development.

- **Developed a usability research plan** for the LifeFlight website. Unfortunately, there was no scope to execute the formal usability study. However, the website was tested by multiple internal staff.
- **Created prototypes for a 'Supporter Portal'** to solve significant pain points for users who fundraise, volunteer or regularly donate to LifeFlight. This includes the ability to see tax receipts and change their personal information and payment details. I presented these designs and garnered support for the project to be implemented.
- **Created prototypes for a booking platform** for the LifeFlight Thales AW139 Virtual Reality Simulator to improve the booking journey for government and corporate training planners.
- **Created prototypes for a training platform** for LifeFlight's First Minutes Matter program. This included an in-person workshop booking functionality as well as an online course.
- **Conducted a research report for the LifeFlight Training Academy** that identified two primary user groups and one secondary user group, their pain points and how to appeal to those users. This is influencing the development of the Training Academy brand and website to be developed.
- **Pitched digital customer experience improvements and research** to multiple internal teams and stakeholders. This included website research and insights as well as future website optimisations for the LifeFlight Foundation and LifeFlight's RTO, the LifeFlight Training Academy.
- **Launched and managed the marketing and branding for a state-wide trauma training program** called First Minutes Matter. This included overseeing the overall program delivery across digital, creating collateral and copywriting, managing internal stakeholders and driving more than 3,000 sign-ups and 30 workshops across Queensland.

SOFTWARE

UX/UI Design

Figma and Adobe XD

Content Management Systems

Wordpress and Amazon's CMS.

Adobe Creative Suite

XD, Illustrator, Photoshop, Indesign, After Effects, Premiere Pro

Reporting

Google Analytics, Adobe Analytics, Full Story, Google Tag Manager



News Corp Australia (2019 - 2021)

MARKETING COORDINATOR/ DESIGNER

I worked as an end-to-end marketing specialist and graphic designer for News Corp Australia's national classifieds brand Buy Search Sell and tributes brand My Tributes. I was not only involved in marketing and brand strategy, but I also completed UX/UI design projects and front-end website development.

Achievements:

- **Worked with other UX/UI designers to build a prototype for My Tributes' website** to address the needs of its specific user groups such as children of a bereaving parent, widows and widowers and funeral directors.
- **Directly contributed to the achievement of over 500,000 monthly visitors to the My Tributes' platform** through the design of engaging web pages, written content, ads and marketing collateral.
- **Worked with the Digital Product Manager and other UX/UI designers to develop key digital products** for My Tributes that the sales representatives could pitch and sell including the Premium Obituary and Digitised Eulogies products.
- **Reported on website analytics** via Adobe Analytics and Full Story.
- **One of six in Queensland to compete in News Corp Australia's national entrepreneurship challenge.**
- **Instrumental in the brand development of My Tributes and Buy Search Sell**, moving the brands forward including assisting in redesigning their websites and updating their brand guidelines and styles.
- **Wrote over a dozen digital health checks for funeral businesses across Australia** focusing on analysing their websites and providing actionable recommendations.
- **Planned, executed, managed and reported on two national multi-channel campaigns** for My Tributes, driving business outcomes.
- **Created over 1,500 creative elements** for Buy Search Sell, My Tributes and News Corp Australia including copywriting, graphic design, animation, illustration and video editing.
- **Managed 6 interns** since 2019.



Creative and Design Internship - Next Thursday (2019)

My role as a creative intern consisted of assisting the Creative Director and designers with their projects. This included copywriting, graphic design and animation. A highlight was creating the chosen logo for Cricket Australia's Beyond the Boundary.

If you want to view some examples of my work, you can view my digital portfolio.

Take a look