

# SOOPHIA ANSARI

## PRODUCT DESIGNER

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### PROFILE

I'm an engineer turned designer with a passion for all things data storytelling, systems thinking, and intuitive design. With four years of data viz and design experience at different startups, I obsess over the details, believe that asking the right question is often more important than finding the right answer, and love pulling insights from complex data to make empathetic and strategic decisions. I thrive in organizations that experiment, embrace mistakes, and work rapidly and passionately with people and planet at the forefront. My background is diverse; I'm a Fulbrighter, former Tesla intern, speaker of 3 languages, and advanced deep water scuba diver. Most recently, I thru-hiked 2,650 miles from Mexico to Canada on the Pacific Crest Trail, carrying everything I needed on my back for 6 months.

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### WORK EXPERIENCE

**PRODUCT DESIGNER @ CareJourney** Washington D.C / 2020-Present  
CareJourney is a startup that provides value-based healthcare analytics products. I serve as the expert on data visualization products and guide end-to-end product development with responsibility for user research, design, and user testing.

- Mockup and design complex and scalable dashboards, visualizations, and tooling using Tableau, Figma, and Flourish. Execute design process including user research, sketching, wireframing, delivering high fidelity designs, and usability testing.
- Educate internal team members and customers on best practices for creating custom data visualizations and data stories.
- Built the organization's first modular component library and design system from scratch. Led sessions with engineering teams to onboard them to the new design system.

**UX/UI DESIGNER @ FutureSight** Remote / 2022  
FutureSight is a boutique product design studio and consulting firm.

- Collaborated with an international team to iterate on user flows, wireframes, and low fidelity mockups for a client's new mobile app. Designed all high fidelity wireframes for mobile.
- Gathered and prioritized MVP requirements based on discovery work.

**OPERATIONS FELLOW @ The GlobalGiving Foundation** Washington D.C / 2019-2020  
GlobalGiving is a crowdfunding startup for nonprofits all over the world.

- Wrote complex queries and designed dashboards to track donor trends, fee structure performance, and location data.
- Performed analysis on how "community led" our nonprofit partners are. Recommendations guided ongoing field work.
- Planned and conducted site visits to 4 nonprofit partners in Karachi, Pakistan.

**FULBRIGHT GRANTEE/ TEACHER @ Fulbright Association** Kuala Lumpur, Malaysia / 2018  
Implemented dynamic educational, cross-cultural, and public diplomacy initiatives through classroom teaching, informal mentorship and innovative programs in a rural, low-income school for 600 students aged 13-17.

- Navigated cultural complexities, language barriers, and limited classroom resources, fostering cultural exchange.

**CRASH TEST ENGINEERING INTERN @ Tesla** Fremont, CA / 2017  
Designed safety test fixtures at Tesla's Crash Lab, optimizing material costs for fabrication and contributing to successful Model 3 seat system validation testing. Presented findings to safety experts.

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### EDUCATION

**UX DESIGN BOOTCAMP** Springboard / 2021-2022

**BACHELORS OF SCIENCE, MECHANICAL ENGINEERING** University of Maryland / 2013-2017

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### SKILLS

- Figma
- Sketch
- Adobe XD
- Canva
- Flourish
- Tableau
- D3.js
- MySQL
- Miro and Mural
- Git and JIRA
- Scrum and Agile
- Technical Writing
- User Research
- Wireframing
- Prototyping
- Usability Testing