

SOOPHIA ANSARI

DATA VIZ + UX 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 five years of product design experience, 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.

WORK EXPERIENCE

DATA VISUALIZATION DESIGNER II @ WashU

St. Louis, MO / 2024-Present

Washington University in St. Louis is a top ranked research university in the U.S.

- Leads the creation of data dissemination products, including interactive dashboards, presentation decks, and infographics to aid stakeholders across the university in making data-driven decisions.
- Supports the analytic team to find the relevant stories and lead the design of data visualizations to communicate insights.
- Carries design projects from start to finish, owning the feedback loop of discovery, ideation, evaluation, and review.
- Tools: Tableau, Figma, Flourish, Illustrator, and InDesign.

DATA VISUALIZATION DESIGNER @ CareJourney

Washington D.C / 2020-2023

CareJourney is a startup that provides value-based healthcare analytics products. I 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 Figma. Execute design process including user research, sketching, wireframing, delivering high fidelity designs, and usability testing.
- 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

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 DESIGN INTERN @ Tesla

Fremont, CA / 2017

- Designed safety test fixtures at Tesla's Crash Lab, optimizing costs for fabrication and contributing to successful Model 3 validation testing. Presented findings to safety experts, demonstrating strong communication skills and technical expertise.
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EDUCATION

UX DESIGN BOOTCAMP

Springboard / 2021-2022

BACHELORS OF SCIENCE, MECHANICAL ENGINEERING

University of Maryland / 2013-2017

SKILLS

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