

Sophia Qin

Who am I?

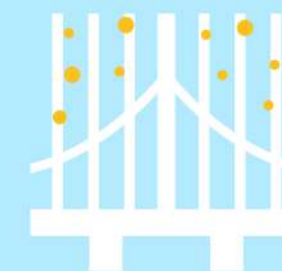
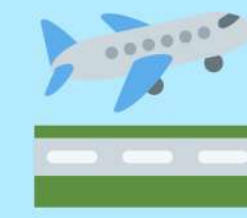
I have over **5+ years of experience working as a UX Designer** for ZS in San Francisco. Not only do I design dashboards for the top 50 pharmaceutical clients, but I am also a go-to creative designer for videos, infographic, web and illustration work.

What is my background?

I graduated with a B.F.A. in Electronic Time-Based Media Art and a Secondary Major in Human-Computer Interaction (HCI) at **Carnegie Mellon University in 2020** with two merit-based scholarships in Art. I was also named an “**Artist to Watch in 2023**” by Giphy. I love mixing visual design and UX research/design.

What I am interested in?

I am passionate about consulting, digital service design, data story-telling, and immersive experiences. I love pushing the boundaries of technology and bringing creativity and delight to the users through research and design.



Why I'm Reaching Out

My Experience

I have over 5+ years of experience working as a B2B UX designer for ZS, a business consulting firm in healthcare. At ZS, I have worked with a variety of top 50 pharma clients from transforming their sales dashboard, to creating apps and doing complex data-storytelling through interactive infographics. I believe that conducting user research and integrating the insights into the design is key in making the business a success.

In addition to UX, I have experience with animation, video, graphic design, illustration and more. I have been creating gifs and stickers for Giphy as a freelance artist, and at work, I have developed product videos, animations, illustrations, logos, and social media graphics.

What I am Passionate About

I am passionate about **digital, experiential, and immersive** projects. In particular, I would love to do augmented reality, data storytelling/infographics, data visualizations, video, and web design.

As a designer, I am interested in bringing human elements into design. I want to connect with others in a more human way to make people care about the information we are presenting.

Interactive Infographic

Situation

Our client needed an interactive and exciting way to explain the new venture in tokenization to their internal stakeholders, healthcare providers, and business partners.

Approach

We started off by transforming an elaborate research document into storyboards and illustrations that would be easily understood by the everyday user. Through creative exploration, prototyping and animations, we developed an interactive infographic that explains the complexities of tokenization in a fun and compelling way.

Outcome

We received positive feedback from our client and are working towards refining the live infographic online.

Client

(NDA)

Email me to view details

sophiaqin123@gmail.com



BAYS Website

Situation

Given the increased need to engage online during COVID-19, Bay Area Young Survivors (BAYS) asked ZS to help them improve engagement with their audience via their website.

Approach

The team began by understanding the needs and desires of BAYS website end users. Building on research with the BAYS team and co-creation of the new site, ZS UX designers developed and deployed the new website with the BAYS team.

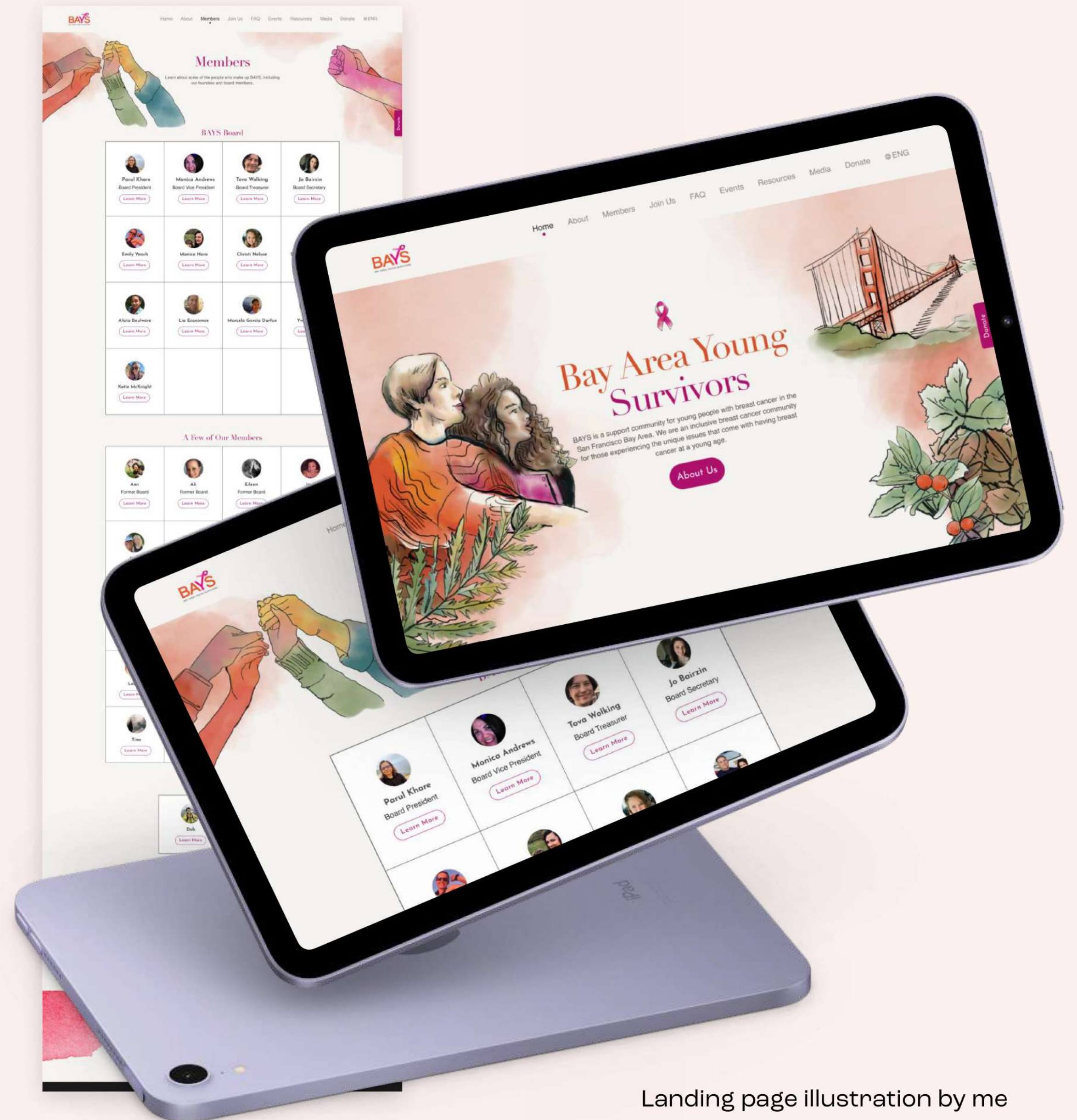
Outcome

The new responsive website has been well received by the organization and its community while also helping BAYS raise awareness of their unique services and community.

Client



[View Website](#)



Landing page illustration by me
All other illustrations by Emily Miller

Customer 360

Situation

Existing systems prohibited our medtech client's commercial teams from understanding the full customer potential. Our client sought to build a comprehensive, on-demand tool that enables users to link to various data sources and analytically understand customer value

Approach

User interviews and several design thinking workshops led to an interactive prototype that we took back to users to validate. Multiple iterations led to complete prototype and a prioritized product roadmap.

Outcome

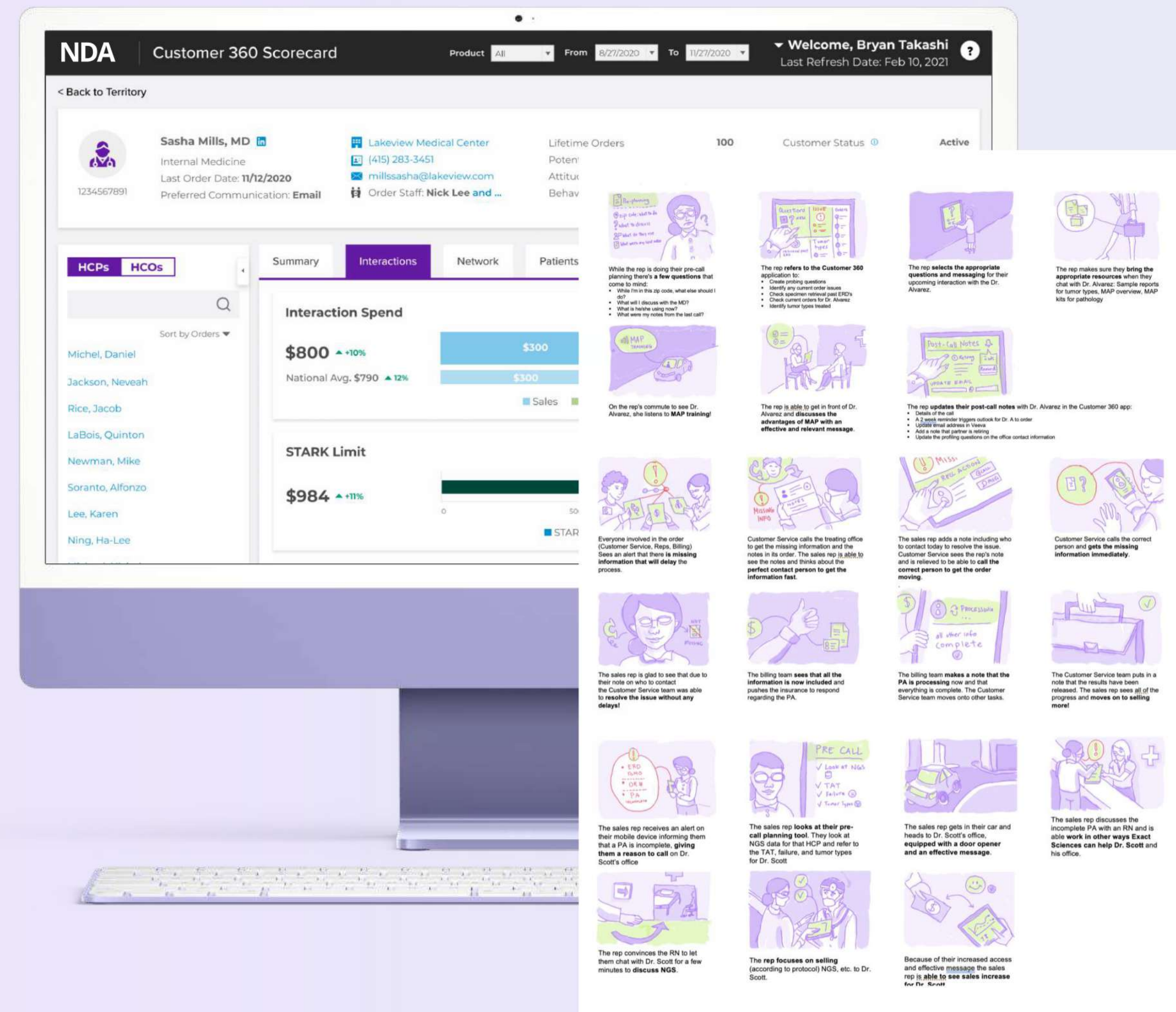
From a vague idea around user pain points to a fully fleshed-out concept, our client was able to sell the idea internally and develop a tool that transformed key tasks for commercial users.

Client

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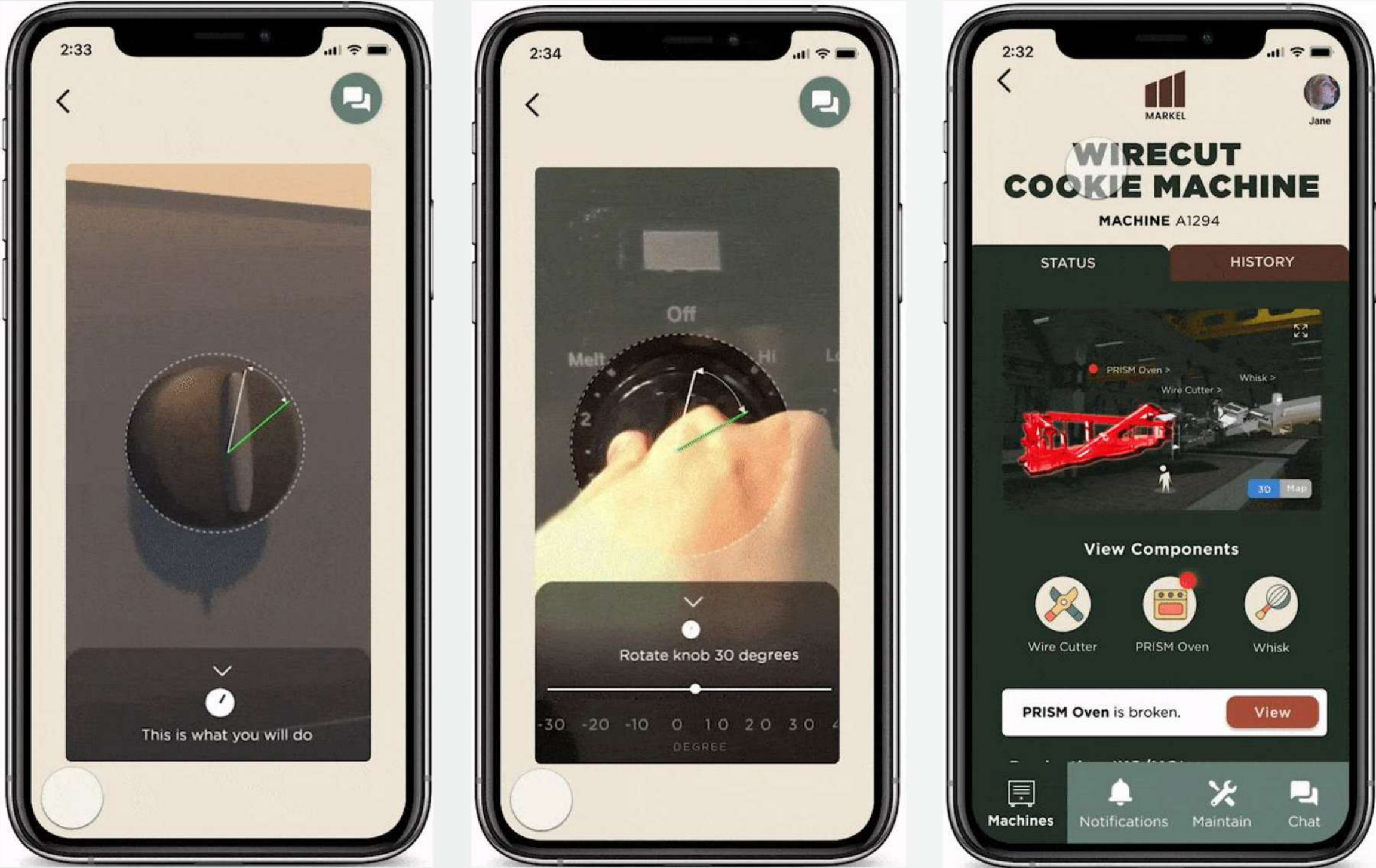
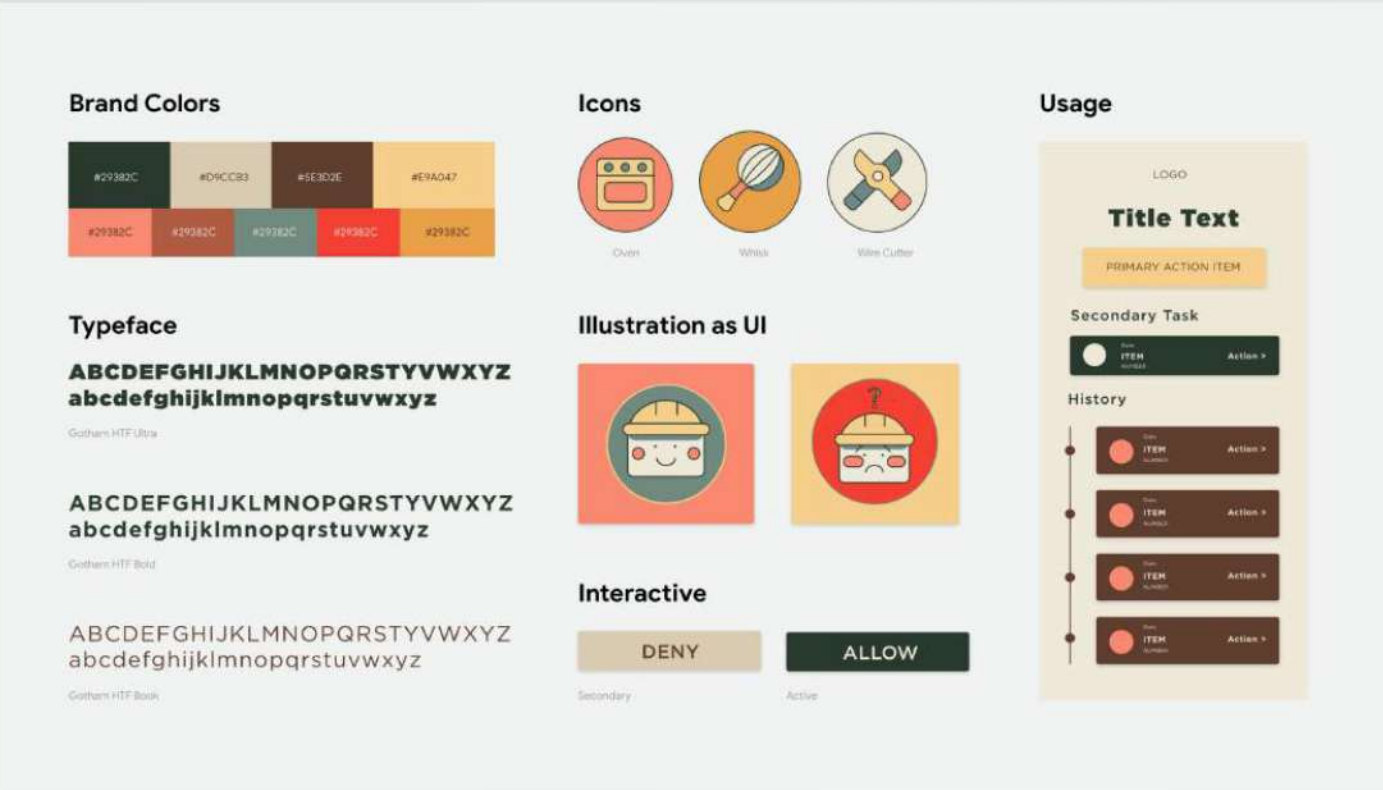


Storyboard illustrated by me

Markel Maintenance

What is it?

Markel Maintenance App is a mobile service app with augmented reality that allows customers to easily fix their factory machines. By leveraging augmented reality and data collection, factories are able to be more precise with maintaining their machines and are able to detect problems before they happen.



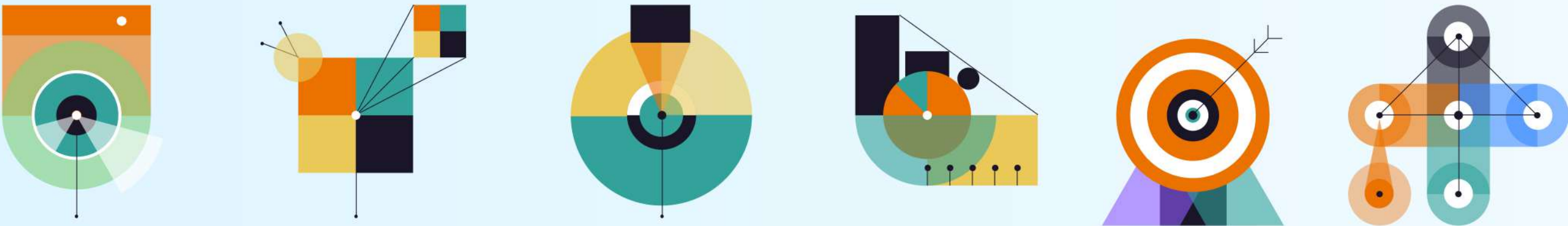
Personal AR Project
Concept Art

View Project Process

Animation, UI/UX design, & design system by me

Visual Design

Icons for UX Offerings (Handmade using ZS Guidelines)



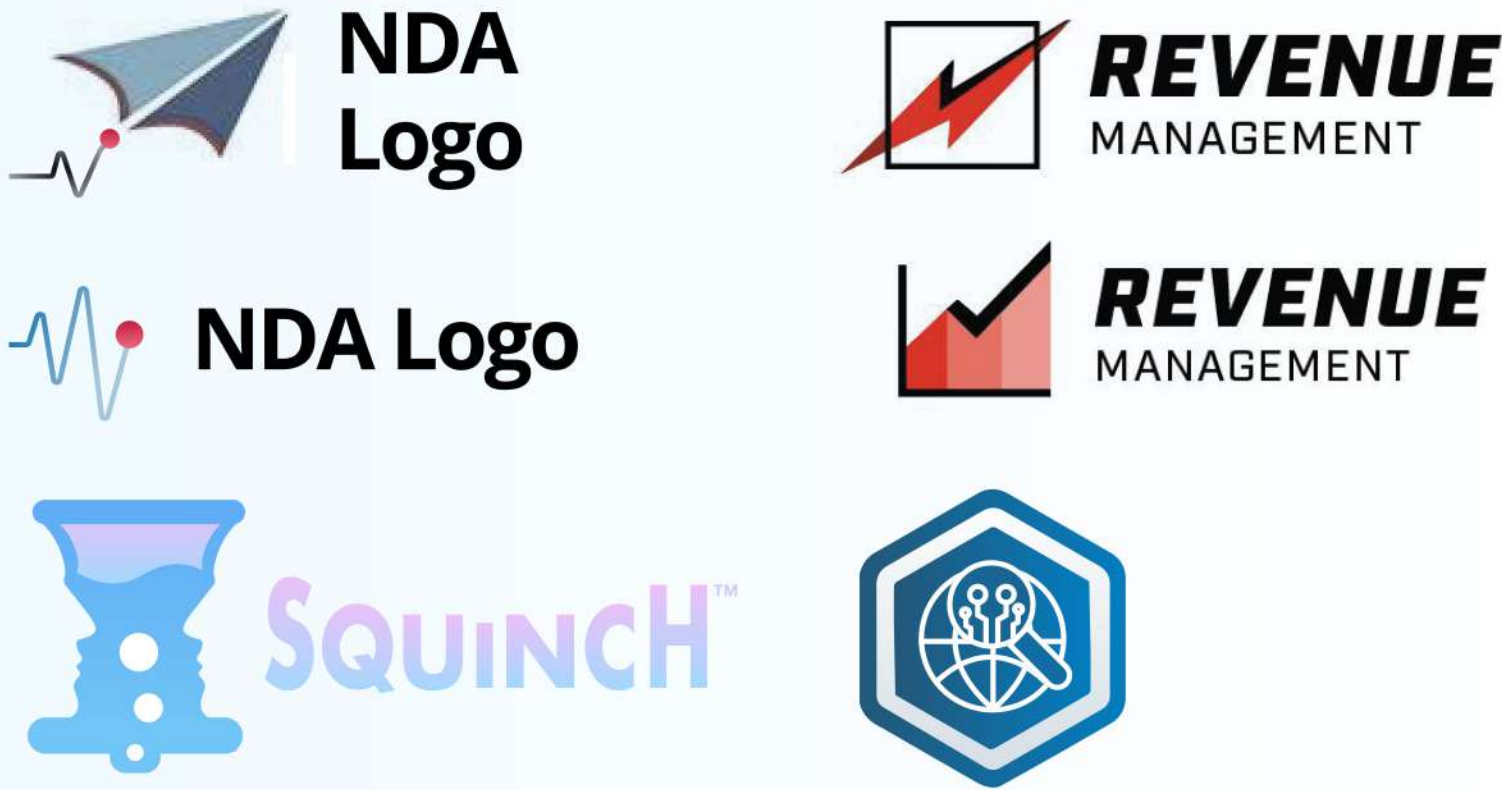
Illustrations for Interactive Infographic (Customized from Stock)



Amgen ODI Badges (Customized from Stock)

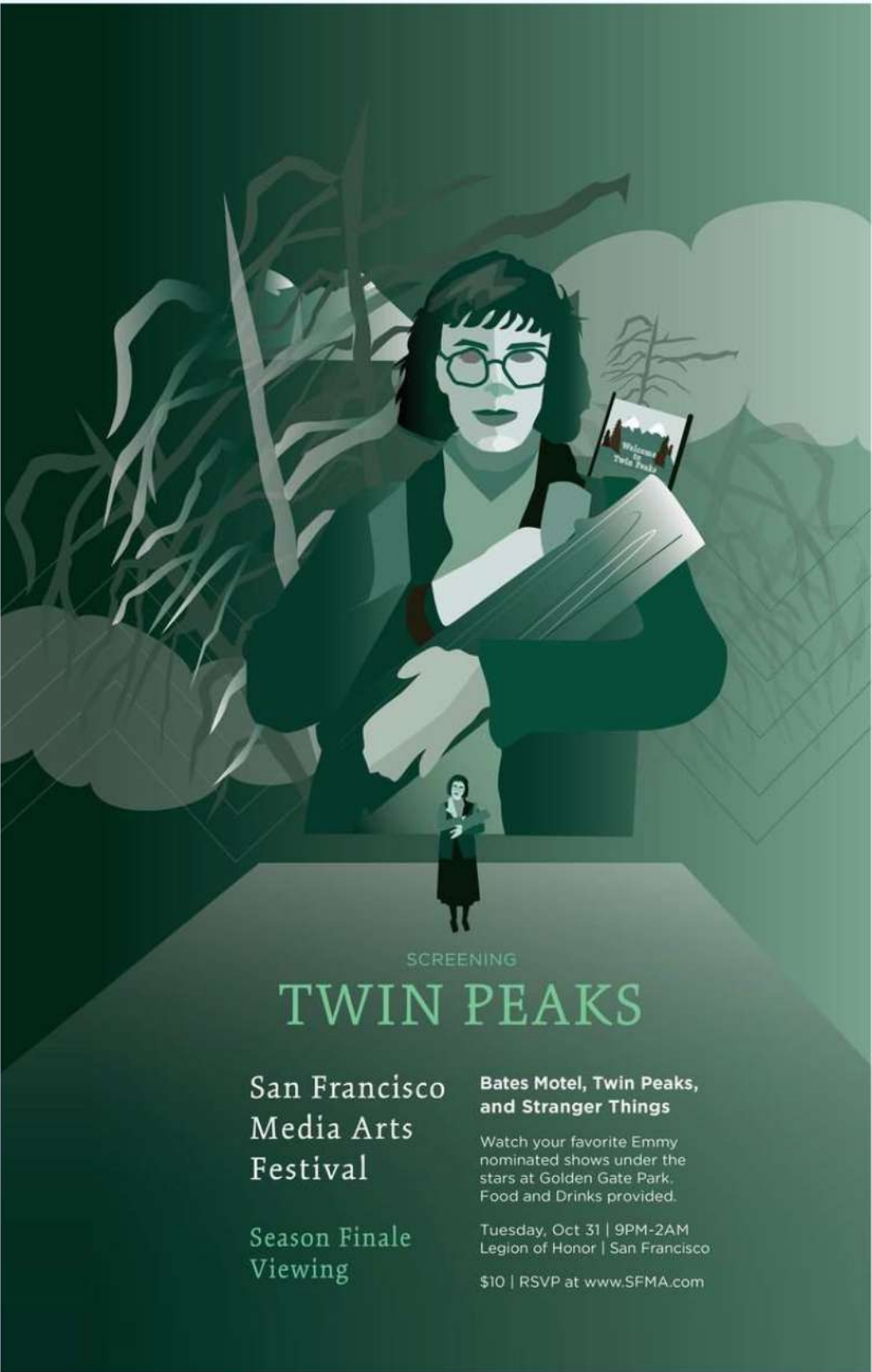
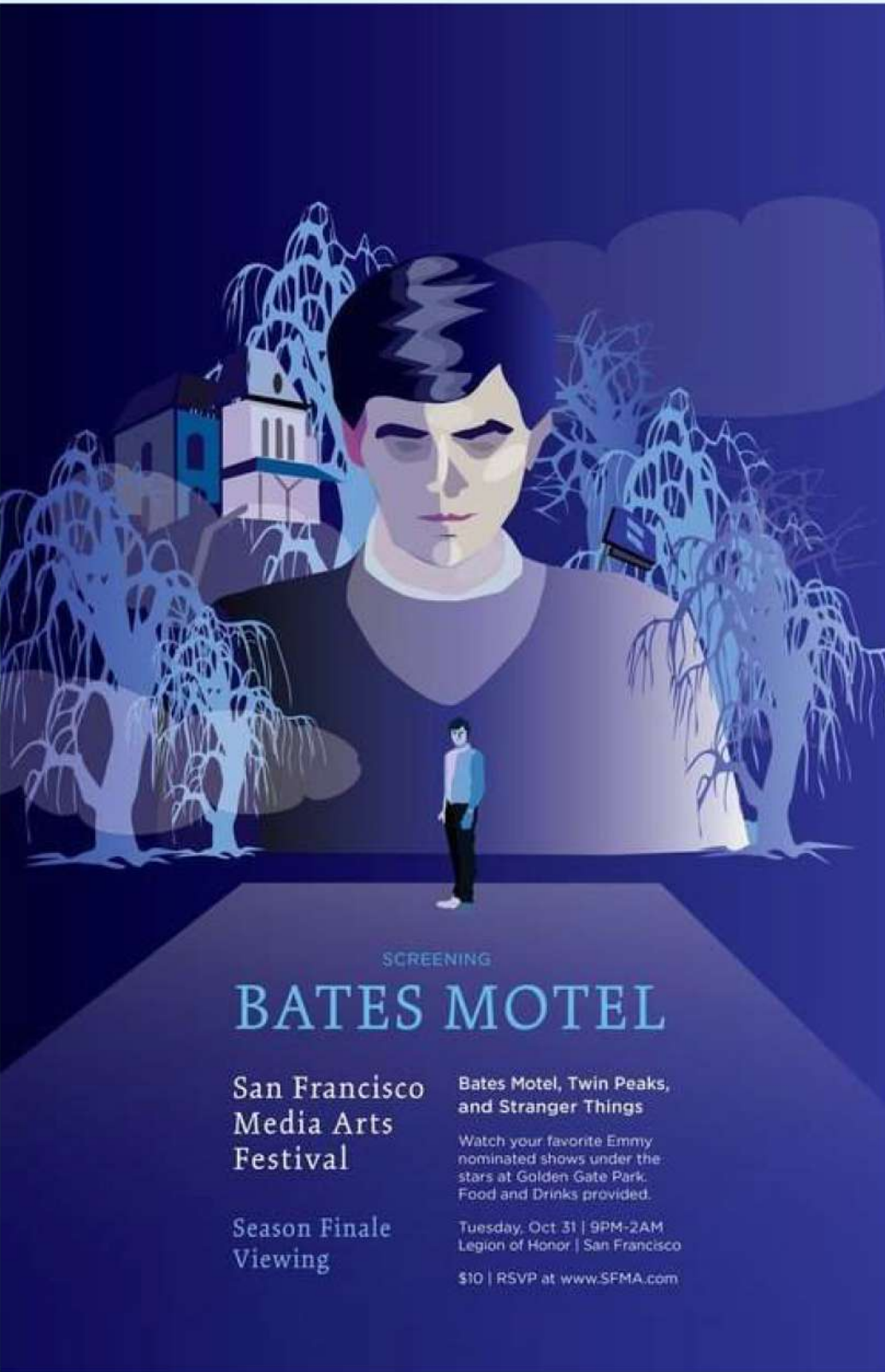


Logos (Handmade)



Visual Design

Posters & Illustration (Handmade)



Storyboard for Client

