

Sophie Nguyen

UX/UI Designer — Melbourne, Australia

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PROFILE

UX/UI designer with four years' experience across health, transport and community projects, and four more on the front desk of a community clinic — which is where I learned that most "user error" is design error. I work best close to research: interviews, usability testing, and the unglamorous iteration in between. I design accessible, plain-language interfaces and I can explain every decision in them.

EXPERIENCE

UX/UI Designer (contract) · Loopwork Studio — Melbourne, VIC

Jun 2024 — Present

- End-to-end product design across service and e-commerce engagements, from discovery research to developer handoff.
- Planned and moderated 30+ usability sessions; built the studio's reusable research-plan and findings templates.
- Introduced a WCAG 2.2 AA checklist into the design QA process; flagged contrast and focus-order issues before build.

UX Designer (freelance, part-time) · CareLoop Health — Geelong, VIC

2023 — 2024

- Redesigned appointment booking for a community health provider across responsive web.
- Phone bookings fell from 71% to 38% within three months of launch; no-show rate improved from 18% to 11%.
- Designed for two audiences at once: patients with low digital literacy and the reception team who supported them.

UX Design Immersive (student) · General Assembly — Melbourne, VIC

2022 — 2023

- Twelve-week full-time immersive: research, IA, interaction design, usability testing.
- Capstone: Ember, a bushfire preparedness planner co-designed with residents and a brigade in Kinglake, VIC.

Administration & Intake Officer · Corio Community Health — Geelong, VIC

2018 — 2022

- Front-line intake and bookings for a busy community clinic; first-hand view of where digital services fail real people.
- Documented recurring patient pain points that later became the brief for my career change.

METHODS

Moderated & unmoderated usability testing
· in-depth interviews · jobs-to-be-done ·
affinity mapping · card sorting & tree
testing · journey mapping · wireframing ·
prototyping · accessibility (WCAG 2.2 AA)

TOOLS

Figma (auto-layout, variables, dev mode) ·
FigJam · Miro · Maze · UserTesting · Notion ·
ProtoPie · HTML & CSS (working knowledge)

EDUCATION & COMMUNITY

UX Design Immersive — General Assembly, Melbourne (2022–2023)

Cert IV in Business Administration — The Gordon, Geelong (2017)

Mentor, UX coffee chats — General Assembly (2024 — present)

Volunteer designer — Kinglake Ranges community newsletter (2023)

References available on request · Portfolio: [this website](#), with full case studies