



Sophia La Pietra
UX DESIGNER

LET'S CONNECT

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www.sophiallapietra.com

[LinkedIn Profile](#)

540-455-7009

SKILLS

Low/High Fidelity
Sketching and
Wire-framing, Personas,
Prototyping,
Visual Design, User
Research, Usability Testing,
UX/UI Design, User
Interviews, Design
Thinking, Information
Architecture, Branding,
Logo Design, InDesign,
Photoshop, Illustrator,
Figma, Adobe XD, Microsoft
Teams, Google Workspace,
Trello,
Slack, JIRA

EDUCATION

Maryland Institute

College of Art

Master's of UX Design

May 2021

James Madison University

Bachelor of Fine Arts

May 2015

Sophia La Pietra | Product Designer

As an award-winning Product Designer with a Master's in UX Design, I specialize in transforming intricate challenges into intuitive solutions. With a diverse background spanning Fortune 500 companies, fintech startups, and design agencies, I adeptly navigate the entire design process from concept to production. Through a blend of design thinking and user behavior insights, I champion designs that resonate with users and meet business goals. My creativity, communication and analytical skills, and user-centered philosophy drive the creation of meaningful experiences that transcend aesthetics and foster success.

EXPERIENCE

MERCURY FINANCIAL

UX/UI Designer | JULY 2022 – PRESENT

As a Product Designer at Mercury Financial, I contributed significantly to the Mercury Cards App redesign, revitalizing the brand and partnerships with Best Western, Spirit, and Amazon. Collaborating closely with the Senior UX Designer and Head of Digital, I played a key role in setting industry standards through innovative design strategies rooted in UX/UI best practices. My responsibilities encompassed the entire design lifecycle, from user research to high-fidelity designs and overseeing transitions to development, ensuring rigorous testing phases before launch. I also spearheaded design efforts for diverse marketing campaigns and a comprehensive brand identity refresh in collaboration with the marketing team

- Led the redesign of the Mercury Cards App's Home and Benefits sections, introducing the Benefits Hub feature, significantly increasing user engagement.
- Collaborated with the Director of Marketing to spearhead a comprehensive brand refresh, maintaining brand continuity and advocating for user needs across platforms.
- Mentored a junior designer on the marketing team, fostering professional development and team cohesion.
- Played a key role in launching partnerships with Best Western and Amazon, meeting tight deadlines and collaborating effectively.
- Directed early-stage collections programs, overcoming stakeholder and compliance challenges to drive successful project progression.

CBRE

SENIOR GRAPHIC DESIGNER | FEBRUARY 2020 – JULY 2022

Design lead for the top producing commercial brokerage team at CBRE San Diego, skilled at managing demanding stakeholders and navigating tight delivery timelines. Responsible for the conception, design, and production of design deliverables for over 20 commercial properties, encompassing custom branding, print and web collateral, window signage, pitch decks, closing gifts, postcards, proposals, and presentations for both internal and external stakeholders. Demonstrated proficiency in efficiently managing design resources, including coordinating with design contractors to ensure project success. Proven skill in refining processes while upholding exceptional client relationships, ensuring projects are delivered on time and to the highest standards of quality.

THE COLLEGE OF WILLIAM & MARY, SADLER STUDENT CENTER

GRAPHIC DESIGNER | *SEPTEMBER 2018 – APRIL 2019*

As a Graphic Designer for the student center, I spearheaded digital and print designs for prominent university events, while also providing strategic guidance to Chartered Student Organizations on design initiatives. Notably, I led the revitalization of The Sadler Center by developing a new logo, brand identity, and custom wall graphics, transforming its interior aesthetic. Additionally, I crafted print and digital resources tailored for organizations and faculty, and delivered engaging presentations and lectures on design theory to empower student groups in their creative and marketing endeavors.

GRAPHEK LLC.

JUNIOR GRAPHIC DESIGNER | *OCTOBER 2015– OCTOBER 2016*

Responsible for creating highly acclaimed conceptual and creative deliverables. Tasked with hands on design of brand identities, conference collaterals, logos, newsletters, magazines and websites. Communicated directly with clients and vendors to streamline client solutions and creative outcomes.