

ABOUT ME

Senior Experience Designer with 4+ years of experience turning complex problems into scalable, user-centered solutions. Skilled in aligning cross-functional teams, elevating design quality, delivering measurable outcomes, and leveraging AI-powered tools to accelerate design workflows and ideation.

SELECTED ACHIEVEMENTS

- Delivered redesigns that doubled conversion and increased funnel performance by 15–24%
- Supported account growth from \$1M → \$7M+ through high-quality UX execution
- Contributed to a brand's J.D. Power award for top prepaid wireless experience
- Winner of the 2024 Publicis Sapient Aspire Hackathon (450+ global participants)

SKILLS & TOOLS

Core Skills: UX strategy, research synthesis, journey mapping, prototyping, design systems, information architecture, usability testing, cross-functional collaboration, stakeholder management, design operations & process optimization

Tools: Figma, MURAL, Adobe CC, Jira & Confluence, ChatGPT, Claude, Gemini, Figma Make

CERTIFICATIONS

Nielsen Norman UX Certification

- AI for Design Workflows
- Designing AI Experiences
- Practical AI for UX Professionals
- Journey Mapping to Understand Customer Needs
- Designing Complex Apps for Specialized Domains
- Storytelling to Present UX Work

HOBBIES

Traveling, fitness, theater, reading, crafting & podcasts

SOPHIE LANCASTER

Senior Experience Designer

 Chicago, IL

 +1 (574)-453-8530

 sjl101996@comcast.net

 sophielancaster.com

 /in/sophjo-lancaster/

EXPERIENCE

Publicis Sapient

Chicago, IL
Sept 2021 - Present

Clients: lululemon, Verizon Value Brands (Visible, Straight Talk, Total Wireless), The Children's Place, ALDI

Senior Experience Designer

- Spearheaded the UI design of lululemon's net new native Android application, delivering a brand-new mobile experience for a Fortune 500 company
- Led UX strategy and multi-track design for Verizon's Value Brands, supporting account growth from \$1M to \$7M+
- Delivered experience audits across 9 brands and 28 journeys, helping shape the client's 2024 experience strategy
- Created shared frameworks and documentation that aligned design, product, and engineering — accelerating UX prioritization and team collaboration

Associate Experience Designer

- Redesigned shopping and onboarding flows for Visible, driving a 15–24% conversion lift
- Presented clear design rationale to senior stakeholders, allowing alignment and accelerating decision-making
- Mentored junior designers through reviews, onboarding, and file structure standards, improving team efficiency, output consistency, and mentee career growth

Junior Experience Designer

- Delivered UX/UI for Visible's homepage redesign, resulting in 2x conversion and contributing to the brand's J.D. Power award for top prepaid wireless experience
- Conducted and synthesized insights from 20+ stakeholder interviews for ALDI, producing journey maps that informed their future digital strategy
- Built competitive assessments and visual concepts for The Children's Place to drive client buy-in

Americaneagle.com

Chicago, IL
Jun 2020 - Aug 2020

UI/UX Intern

- Designed page templates and UI assets to support the full rebuild and rebrand of a client website in collaboration with senior designers
- Contributed to multiple project phases — from research and design to approvals and production — gaining a holistic view of the digital product lifecycle

EDUCATION

Northwestern University

Evanston, IL
Sept 2019 - Dec 2020

Master of Science in Engineering Design Innovation

University of Notre Dame

Notre Dame, IN
Aug 2015 - May 2019

Bachelors of Science in Computer Science