

Sophia Bae

Product Designer focused on AI-native systems,
shaping how people interact with evolving technologies.

sophbae.com

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+1 (201) 744-8390
Based in New York, NY

EDUCATION

MPS Communication Design

Parsons School of Design,
The New School
May 2026 | New York, NY

BA Visual & Media Studies

Duke University
Division I NCAA Women's Golf Recruit,
ACC Academic Honor Roll (2021 - 2022)
2021 - 2025 | Durham, NC

CAPABILITIES

Product & Interaction Design
Information Architecture
User Flows & Journey Mapping
UX Research & Usability Testing
Wireframing & Prototyping
Design Systems
Motion Graphics
Editorial & Print Design

AI WORKFLOW

Prompt-Driven Design
Edge-Case Exploration & Validation
Front-End Build & Prototyping
Generative Asset Production
Claude Code
Cursor

TOOLS

Design

Figma, Framer, Adobe Creative Suite

Development

HTML, CSS, JavaScript, p5.js, Git, Vercel

Collaboration

Notion, Slack, Google Workspace

LANGUAGES

English (Native)
Korean (Intermediate)

EXPERIENCE

Junior Designer, FÊTE | Jung Lee NY Sept 2025 - Feb 2026 | New York, NY

- Owned design and production for large-scale luxury events, translating client brand identities into cohesive physical and spatial experiences.
- Improved Magento e-commerce UX through cross-device testing and iterative design refinements.
- Delivered high-quality print work for high-profile events, balancing creative direction with tight production timelines.

Mobile UI Designer, Mindscape AI Nov 2024 - Jan 2025 | Remote

- Designed the 0 → 1 AI-driven iOS mental health product, defining core user flows for onboarding and journaling.
- Shaped the foundational mobile UI system and interaction patterns that turn user journal entries into AI-powered insights.

Student Developer, Duke University OIT Aug - Nov 2023 | Durham, NC

- Designed the full visual identity for an arcade game cabinet (logo, typography, style guide, large-format assets) built to hold up at scale on physical hardware.
- Collaborated with developers to ship the experience end-to-end, iterating in real time on technical constraints and user feedback.

Front-End Intern, Duke University Code+ May - Aug 2023 | Durham, NC

- Redesigned a live academic platform, improving usability through user research and stakeholder collaboration.
- Built and shipped front-end UI updates in HTML, CSS, and JavaScript, contributing directly to the production codebase.

PROJECTS

Designer & Developer, HYP3 (Capstone Project) March - May 2026

- Built an interactive data visualization PWA that compares the 2026 March Madness NCAA teams' Google Trends interest against tournament performance, surfacing the hype-vs-results gap across 68 total teams.
- Engineered a Python pipeline with anchored Trends normalization to make search interest comparable across batched queries.
- Designed four complementary views from a single JSON dataset, shipped as a static deploy on Vercel with React, D3, and Tailwind.

Designer, FigBuild 2026 March 2026

- Designed a speculative AR interface for real-time cognitive monitoring end-to-end, including IA, interaction patterns, and visual system.
- Translated complex biometric signals into clear, trustworthy UI surfacing clarity, stress, and motivation.
- Rapidly prototyped concepts in Figma, using AI to explore and refine interaction patterns around emerging model capabilities.