

# sofia moon

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## ● design experience

- JUL 2020  
/ PRESENT **Product Designer**  
Nom
- Designed first Nom product from strategy to launch in collaboration with engineers. Created end-to-end user flows, wireframes, and lo-fi to hi-fi prototypes. Directed brand sprint to define brand and vision. Reviewed product release qualitatively through user interviews, pre- and post-launch.
- JAN 2020  
/ MAR 2020 **Creative Director and Graphic Designer**  
SheFunds
- Led creative direction of the SheFunds nonprofit brand and created all branding communications for web, merchandise, and social media. Researched and vetted nonprofits to create a working donation-to-reward product flow. Raised \$2500 for nonprofits supporting women.
- DEC 2018  
/ JAN 2020 **Communications Chair**  
Northern California Society for Parenteral and Enteral Nutrition (NOCSPEN)
- Proposed and implemented web redesign and email campaigns, increasing user engagement and member retention by 13% over 1 year.
- MAY 2016  
/ MAY 2017 **Junior Graphic Designer**  
Cal Dining at UC Berkeley
- Executed branding, marketing, and communication materials for campus dining locations.

## ● other experience

- AUG 2018  
/ JUL 2020 **Clinical Dietitian, Per-Diem**  
UCSF Medical Center, San Francisco
- Conducted patient interviews and provided medical nutrition therapy to meet the nutritional needs of adult patients, across all medical diagnoses.

## ● education

- 2020  
/ PRESENT **Parsons School of Design**  
Masters of Professional Studies in Communication Design
- 2013  
/ 2017 **Univ. of California, Berkeley**  
Bachelors of Science in  
Nutritional Sciences: Dietetics

## ● skills

- DESIGN User Research  
Wireframing  
Prototyping  
Usability Testing  
Interface Design  
Illustration
- TOOLS Adobe XD, Illustrator, Photoshop  
Figma  
Invision
- LANG Spanish  
Korean  
Basic HTML/CSS/Javascript

## ● recognitions

- 2020 Provost Scholarship  
Parsons The New School
- 2019 Best in Show Winner  
Linday Marsh Package Design  
Project: 503020
- 2017 Major Citation Award in Dietetics  
UC Berkeley
- SPR 2014,  
FALL 2016 Dean's List  
UC Berkeley