

# Michael Sofka

## UX Product Design/Strategy/Research

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(615) 545-4020

### ▸ Core Competencies

User Experience Product Design • Mentor • User Experience Strategy • User Experience Research • Lean Methodology • Workflows • Collaboration • Usability Testing • User Interviews • Figma • Sketch • Adobe Creative Suite • Style Guides • Prototyping • Wireframing • Interaction Design • Insights

### ▸ Key Professional Skills

- Known for being highly empathetic, with a strong record of influencing outcomes and proposing well-informed new directions based on data.
- Strategic stakeholder with a proven record of setting both short- and long-term experience strategies for the product line.
- Known for fostering a collaborative and innovative environment utilizing Agile and Lean methodologies.
- Concept-to-product aspects of the user lifecycle (discovery, solutioning, wireflows, usability testing, high-fidelity mockups)

### ▸ Work Experience

#### **Ncontracts / Lead Product Designer**

FEBRUARY 2020 – PRESENT, BRENTWOOD, TN

As a Lead Product Designer, I deliver results-driven user experiences that translate into measurable business growth. In my role, I led a team to design a key product from concept to product within 6 months, resulting in a successful launch of a net new product with a 25% increase in user engagement and a 15% reduction in churn. I specialize in using data-backed insights to drive decision-making, which has consistently led to improvements in customer satisfaction—evidenced by a 20% boost in Net Promoter Score (NPS) after implementing key UX optimizations. My ability to blend strategic vision with tactical execution ensures that I not only improve the user experience but also align those improvements with business goals, driving tangible outcomes.

#### **Pilgrim Consulting / Creative Director**

SEPTEMBER 2016 – JANUARY 2020, FRANKLIN, TN

I led the creative vision and strategy for a wide range of projects, guiding teams through the entire creative process from concept to execution. My responsibilities included overseeing brand development, multimedia campaigns, and high-impact visual storytelling across digital and traditional platforms. I collaborated closely with cross-functional teams to ensure creative solutions resonated with target audiences. My leadership style emphasizes innovation, team mentorship, empathy and fostering a culture of creativity, resulting in successful, impactful campaigns that elevate brand identity and drive engagement.

#### **TMT / Graphic Design Lead**

OCTOBER 2012 – JUNE 2019, FRANKLIN, TN

I successfully managed and executed a diverse range of design projects, leading teams to create compelling visual assets across various mediums, including digital, print, and branding. I collaborated closely with marketing, product, and development teams to ensure design consistency and alignment with overall business objectives. With a focus on innovation and a deep understanding of design trends, I consistently deliver visually engaging and results-driven solutions.

## Big Idea Entertainment / Manager, Web Dev

SEPTEMBER 2010 – OCTOBER 2012, FRANKLIN, TN

I was responsible for maintaining VeggieTales.com by performing maintenance updates, designing and developing new games, new activities, editing video clips and new features to add to the website on a monthly basis. I illustrated storyboards, title cards and credits for the VeggieTales feature films. I designed and developed email blasts that deployed to over 300,000 recipients on a monthly basis.

### ► Certifications



#### Certified in User Experience / Nielsen Norman Group

ISSUED NOV 2023

CREDENTIAL ID 1060332



#### Product-led Certification / Pendo.io

ISSUED OCT 2022

### ► Education

#### Ringling College of Art and Design / BFA

SARASOTA, FL

I was enrolled in the Bachelor of Fine Arts, Illustration degree program where I learned the fundamentals of graphic design and illustration which paved the way for my career in the UI/UX field. I participated in extracurricular classes in painting and figure drawing to help hone my skills. I was an active member in various student body social clubs.