

SOFIA DEWAR

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OVERVIEW

Highly driven, results-oriented researcher with over 5 years of experience in industry and academic settings. Combines mixed-methods research expertise with strong project management, leadership, and collaboration skills. Proven ability to lead research in ambiguous domains and scale new programs; passionate about enabling teams to work together effectively.

EXPERIENCE

Spotify | User Researcher, Creator Marketplace | New York, NY Jun 2019 - Aug 2019

- **Spotify for Artists:** Led foundational study for understanding record label users in London, NYC, & LA; presented framework to product leadership and team. Co-led pilot to assess onboarding readiness for a new version of the platform which serves 465,000 monthly active artists; 7 product findings added to the roadmap. Launched in May 2020.
- **Artist Biography:** Led exploratory research to develop a web prototype for future experiments. Owned research design, interviews, and card-sorting with 9 artists and listeners; presented findings at design sprint with PM/Design/Eng.
- **Contextualized Insights:** Discovered insights do not provide enough novel information through concept testing study.

Google | User Experience Researcher | Mountain View, CA Aug 2015 - Jun 2018

gTech: I was the Lead User Advocate & Researcher for an enterprise platform used by 4,000+ technical Google agents.

- **Key Achievements:** Organized and led research for complete UI redesign. Conducted a survey to redesign dashboard functionality. Facilitated training for a 30-person team on the value of UX research. Managed implementation of 25+ feature requests and 50+ bugs. Streamlined global reporting program for bugs/features. Managed UAT for key features.
- **Mixed-Method Pilots:** Co-led pilot to test MVP readiness for a new support platform. Identified 15 urgent issues and 10 longer-term user needs. Developed process for acquiring user feedback using a mixed-methods approach: data logging, real-time feedback, engineer shadowing, and interviews. Worked directly with PM/Eng to prioritize and track progress.

20% Projects: I worked on a series of foundational and evaluative projects with senior researchers in diverse product areas.

- **Material Design:** Developed framework to demonstrate which tasks require high cognitive effort in today's cross-device ecosystems based on HCI literature. Led workshop for UX team of 40 on framework. Advised by Elizabeth Churchill.
- **Workplace Tools:** Led concept testing with 27 Googlers to evaluate proposed features for the new menus app.
- **International (NBU):** Co-led research across 13 countries for the Search Elections team with the goal of increasing voter turnout; designed study, collaborated with vendors, and conducted analysis to generate recommendations.

Google | Technical Solutions Consultant | Mountain View, CA Aug 2015 - Jun 2018

- Resolved top TrueView Ads user issues for LCS and clients. Operated at 160% to target. Promoted at 13 months.

Google | Media Technology Solutions Intern | Mountain View, CA Jun 2014 - Aug 2014

- Led research and developed framework to evaluate Media Solutions Consultant's performance across 3 competencies.

ACADEMIC RESEARCH

Facial Recognition Misuse: Emotion Recognition in Hiring | Berkeley, CA Dec 2018 - Present

Leading research on the risks of using facial expression analysis and machine learning in hiring. Running an experiment with 150 participants. Conducting statistical analysis using Python and Openface software. Advisor: Professor Niloufar Salehi.

Bitcoin Lightning Network: Formation and Community Outcomes | Berkeley, CA Jan 2020 - May 2020

Worked with 2 data scientists to understand how decisions influence network efficiency and robustness. Led qualitative work.

Misinformation Prevention: Improving Crowdsourced Claim Matching | Berkeley, CA Oct 2019 - Dec 2019

Conducted an experiment, using Python, to test instructions on crowdworker accuracy. Paper accepted at C+J Symposium.

EDUCATION

University of California, Berkeley

M.S. Information Management & Systems | **Focus:** Human-Computer Interaction 2018 - 2020

B.A. Cognitive Science | **Focus:** Neuroscience 2011 - 2015

Google UX University | **Topics:** Qual/Quant Methods, Machine Learning for UX, Design Thinking 2016 & 2017

SKILLS & TOOLS

Research Methods: Interviews, Usability, Ethnography/Contextual Inquiry, Diary Studies, A/B Testing, Surveys, Behavioral Analysis

Technical Skills: Python, R, MATLAB, HTML/CSS | **Tools:** Qualtrics, Tableau, Figma, Sketch, Adobe Creative Suite, AirTable

Languages: Native English and Spanish Speaker | **Citizenship:** USA and Spain (EU) Citizenship

Awards: School of Information Fellow, CTSP Fellow, Data & Tools Partner of the Quarter, Drue Kataoka Art Scholarship