

Sonia Diallo

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SUMMARY

Sonia is a Senior UX Researcher and Design Strategist expert at being a strategic ally to organizations striving for real change in product and service design. Drawing on extensive experience in leading Human-Centered Design strategies for a diverse range of clients across the private and public sector, she excels in guiding clients through the innovation process. She is committed to collaborating with multidisciplinary teams, she endeavors to create meaningful change and enhance user experience

INDUSTRY EXPERTISE

Research	Strategy & Design	People
User Research Design, Interviewing, Focus Groups, Data Synthesis, Data Visualization, Journey Mapping, Storyboarding, Systems Mapping, Ethnographic Study	Design Thinking Consultation, Workshop Facilitation, Monitoring & Evaluation, Curriculum Design, Prototyping, Wireframe Design, Iterative Testing	Cross-Functional Collaboration, Stakeholder Management, Inclusive Leadership, Equity Based Problem-Solving, Communication Skills

EDUCATION

Northeastern University, Boston, MA

Human Services and Communications Studies with a minor in *Design Innovation and Social Impact* **Magna cum laude** - 2018

SELECTED EXPERIENCE

Lead Strategy & Design Researcher | DC Design Ltd

Remote, 2021- 2023

- Directed UX and design consulting services, executing comprehensive multi-stakeholder research projects, and defining holistic user-centered design strategies for clients valued at \$10 to \$50 million.
- Created and managed all project and research plans, including experiments to iteratively test prototypes.
- Conducted comprehensive qualitative and quantitative user research (including interviews, focus groups, and site visits) to formulate user journeys, personas, scenarios, and use cases.
- Leveraged insights from research to design prototypes and solutions aimed at establishing a cohesive user experience across services and platform.
- Worked with product managers and engineers to build wireframes and create product plans and maintain product design processes.
- Collaborated directly with C-level executives to review findings from user interviews, offering strategic recommendations for large-scale service and product design and UX/UI enhancements.

Grants Management: CX Associate | Helmsley Foundation

New York, 2019 – 2021

- Developed user personas and journey maps to generate insights into user behaviors; reshaped Helmsley's products and onboarding for over 400 partner organizations.
- Conducted usability testing and user interviews to gather feedback on product prototypes and identify usability issues.
- Served as the organization data expert and facilitated multidisciplinary teams in adopting a fresh approach to data, fostering creative thinking during early stages of product ideation and process improvements across organizational systems.
- Integrated Human-Centered design practices into team processes, reducing friction and fostering the adoption of new or challenging ideas.

Design Research & Consultant | Transworld

UAE & India, 2018

- Led end-to-end consulting design research for Transworld's comprehensive services, including workplace strategy, experience design, research/facilitation, branding, community engagement, and change management.
- Synthesized research and analysis into actionable insights, fostering creative discussions within global programs and collaborating with dynamic teams across multiple offices.
- Presented research findings to senior leadership and other key stakeholders, effectively communicating user needs and insights, which led to the prioritization of user-centered features and a 20% increase in customer satisfaction.

Research Fellow - Social Science Research Institute | Northeastern University

Boston, 2016 -2017

- Conducted qualitative and quantitative research to inform groundbreaking policy work.
- Built a GIS interactive map showcasing national data on chemical contaminant cases in the US.
- Assisted in writing and creating educational content on policy issues and submits draft policy brief, peer-reviewed research, website content, and newsletter materials in support of advocacy efforts.

Researcher | Boston City Council

Boston, 2015- 2016

- Conducted comprehensive user research on constituent issues, translating complex policy decisions into accessible content and resources.
- Engaged the public through interviews, observations, and focus groups to gather valuable insights, playing a key role in shaping policy decisions and coordinating community outreach efforts based on gathered insights.

SKILLS

Technical: Figma; Dovetail; Mural; Monday; Tableau; Kumu; Qualtrics, Google Suite; SharePoint.

Certificates: *General Assembly:* Data Analytics; *American Management Association:* Essentials of Project Management for the Non-Project Manager, *UPENN:* Global Human Rights.