

SOFIA EL AMRANI

Philadelphia, PA | Open to Relocation | +1 (267) 275-7186 | **Portfolio** | **Email** | **LinkedIn**

EDUCATION

University of Pennsylvania

Master's in Integrated Product Design, **GPA: 3.97/4.0**

Philadelphia, PA

Aug. 2024 - May 2026

Joint program between the School of Engineering, Weitzman School of Design, and Wharton

Relevant Coursework: UX/UI Design, Product Management, Designing Connected Objects, Entrepreneurship

Istituto Europeo di Design

One-year Global Design program full scholarship recipient

Barcelona, Spain

Sep. 2020 - Jun. 2021

Parsons School of Design

Bachelor of Fine Arts in Architectural Design

New York, NY

Aug. 2013 - May 2017

PROFESSIONAL EXPERIENCE

LOOP | Research & Strategy Associate

Salzburg, Austria | Aug. 2023 - Jul. 2024

- Created customer journey maps, user personas, & 7 competitor/SWOT analyses which informed brand strategies
- Built a brand strategy workshop & a UX research toolkit, reducing preparation time for the team by 30%
- Analyzed social media analytics, identifying posts with high engagement to inform future campaign strategies

LOOP | Digital Product Manager

Salzburg, Austria | Apr. 2022 - Aug. 2023

- Led 10+ usability testing sessions for B2B/B2C websites, identifying recommendations to improve web pages
- Collaborated with the design team to create interactive screens for event pages which we tested with prospective users in the medical industry, translating their needs into website recommendations

HEIST | Design Researcher

Singapore, Singapore | Aug. 2018 - Oct. 2019

- Conducted 20+ research sessions including usability testing, in-depth, & intercept interviews across APAC
- Screened respondents, created discussion guides & synthesized user insights, delivering findings during client's Customer Immersion Festival (audience of 100+ people), aligning and inspiring the cross-functional teams on their target users
- Presented case studies & design thinking methodologies at Hyper Island, Mintel, and Singapore Design Week

RAAD | Architectural Design Intern

New York, NY | Jan. 2017 - May 2018

- Designed & printed copies of the company portfolio, promoting external visibility
- Built 3D models, performed site surveys, and sourced material samples, increasing workflow efficiency

LEADERSHIP EXPERIENCE

Integrated Product Design Student Government Association: Elected Co-President ('25-'26) & VP of Social Committee ('24-'25)

- Oversaw 5 committees (15 members) as the cohort's Co-President, leading checkpoints to set goals & maintain accountability, fostering a tight-knit community & improving the student experience through social events & career-building initiatives

Wharton Innovation & Design Club: VP of Marketing ('24-'25)

- Managed the club's social media & weekly newsletter. Co-organized Design Challenge with JPMorgan Chase, driving 14 university-wide submissions & enabling 5 finalist teams to present to Chase leadership

AWARDS & ACHIEVEMENTS

- **Wharton Hack-AI-Thon 2026:** Finalist (6/60 teams); developed an AI-powered triaging algorithm to improve review quality and volume for Expedia, presenting a prototype focused on multimodal AI interactions to panel of judges & Expedia leadership
- **Outstanding Service Award 2026:** Only recipient from my program for outstanding service and leadership

SKILLS

Product:	Feature Prioritization, Roadmapping, Product Vision, Ideation, Wireframing, Design Thinking, Human-Computer Interaction, AI Product Development, User Stories, MVP Development, Agile, Backlog Management, GTM Planning, Stakeholder Alignment, Cross-functional Collaboration
Research:	Usability Testing, In-Depth Interviews, Intercept Interviews, Contextual Inquiry, Survey Design, Affinity Mapping, Jobs to be Done (JTBD), Customer Discovery, Ethnography, Heuristic Evaluation, Customer Insights, Research Planning, Workshop Facilitation, Persona Generation
Software:	Figma, FigJam, Jira, Miro, Notion, Adobe Creative Suite (Photoshop, InDesign, Illustrator), Microsoft Excel, Microsoft PowerPoint
AI Tools:	Lovable, v0 (Vercel AI), Gemini, Codex, ElevenLabs, Midjourney, FLORA AI, Pollo AI
Languages:	English (fluent), French (fluent), Moroccan Arabic (fluent)