



SONYA SPOWAGE

writer - designer - strategist

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While completing my degree in design and communications, I gained 2+ years of experience writing, producing and designing content for a broad range of audiences and organizations including: product educational copy and user flows for apps, voice standards for a community website, social media content for a documentary series, editorial content for a conference, and PSAs for radio.

As a writer and designer, I approach writing like user experience. I research stakeholders, determine what information is needed, and write continuously, iterating until I find the right message that accomplishes goals and addresses user needs. I'm interested in full-time positions related to user experience, writing, and content strategy for digital products and services.

PREVIOUSLY

CJSF RADIO STATION - PRODUCTION ASSISTANT - 2015/2016

CJSF is a non-commercial, FM community radio station which seeks to highlight diverse and underrepresented voices, music and stories on public radio. I created numerous PSAs covering community-related events and notices such as Black History Month, LGBTQ events, the 2015 Canadian

election, and public safety announcements. I strived to produce respectful and tone sensitive announcements around issues or awareness campaigns. I also helped train station employees and volunteers who wanted to learn production skills and software.

SUBSCRIPTLY - DESIGNER / COPYWRITER - 2015

I worked with my team to design a web service to help people track their subscriptions, stay alert to deadlines, and get a clear view of their overall spending. I contributed to ideation and worked closely with my team to conduct user research and design user flows.

Individually, I designed the user interface, developed a visual language and prototyping interactions. I also worked on writing clear and motivating interface copy.

TRELLO NOTIFICATIONS - DESIGNER / COPYWRITER - 2015

For an interface design class, we proposed a notifications feature for Trello (a project management tool) which would allow users to see upcoming tasks for all projects at a glance. I designed the task flow & interface to be

consistent with Trello's existing visual language. I also wrote product education copy to allow for a smooth integration of the new feature into the interface, while being consistent with Trello's content guidelines.

WRITING FOR DESIGN - TEACHING ASSISTANT - 2014/2015

I helped teach a third year undergraduate writing course on developing audience research skills and writing strategies for issues in design and technology. I provided editorial feedback on tone, structure and language.

I worked with students on an individual basis to discuss feedback and develop plans for their next iteration. I also presented a weekly report on class progress to the instructor & students.

FACEBOOK + WOMEN'S EQUALITY DAY - RESEARCHER - 2015

For a research course, I designed an experimental project which explored public contestation of a Newsfeed post by Facebook regarding Women's Equality Day. Through four visual mockups, I sought to represent how a well-intentioned message could harm users — particularly women from

minority groups. My goal was to provoke discussion around how user experiences are not only created by designers, but socially influenced by our surrounding culture, history, and politics.

DROPBOX SHARE EXPERIENCE - DESIGNER / UI WRITER - 2014

For a second year project, I aimed to improve one aspect of the Dropbox interface following a user-centered approach. I focused on improving the usability of the share function by simplifying its task flow.

I also clarified UI elements such as button labels and interface copy to clearly guide the user through the interface and help them accomplish their task.

EDUCATION

B.A. DESIGN & COMMUNICATIONS - SIMON FRASER UNIVERSITY - 2016

Completed a joint major in Interactive Arts and Technology and Communications with a concentration in design. Research interests: design ethics, design research, and communication technologies.

Graduation: Spring 2016
CGPA of 3.50
Dean's Honour Roll

PRESIDENT'S COLLOQUIUM ON ENGAGING BIG DATA - WRITER - 2016

The colloquium is an advanced seminar and conference where experts, journalists and activists are invited to speak about big data. I hosted Sasha Issenberg—an award winning journalist—who spoke about statistical modelling for political campaigns.

Hosting duties included: writing speaker summaries for our audience, annotating video footage for Youtube, and writing editorial content to drive traffic & engagement to the conference website.

ITALIADDESIGN FIELD SCHOOL - COPYWRITER / CONTENT STRATEGIST - 2014

As part of a bi-annual field school, I traveled to Italy to help create a documentary series profiling designers, architects and studios across Italy. As the lead writer, I took notes during each interview, extracting key themes and quotes. Post-field, I developed our voice and wrote content for our website and print publication. For the print publication,

I created key working documents (style guide, project brief) that kept our voice and language consistent as a team. In addition, I ran our social media pages on Facebook, Instagram and Twitter, creating content on weekly basis to create anticipation for our launch to keep our community engaged, and let newcomers know who we were.

SKILLS

INTELLECTUAL

UI writing
copywriting/editing
heuristics analysis
product voice / tone
product education

TECHNICAL

sketch
audition
quip
illustrator
html/css

CREATIVE

prototyping
audio production
script writing

LANGUAGES

Korean
French
Italian

INTERESTS

Public Radio Programs
Audio Production
Creative writing + Spoken word
Journalism + Storytelling
Volunteering + Community events
Traveling + Photography

RELEVANT COURSES

IAT 309

Writing for Design

IAT 333

Interaction Design & Research Methods

IAT 334

Interface Design

IAT 201

Human-Computer Interaction

IAT 235

Information Design

CMNS 354

Social Issues in Design

CMNS 260/262

Qualitative and Empirical Research Methods