

Sophia Martins Guerra

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Emerging experience designer with strong academic and hands-on expertise in AI, passionate about transforming complex technologies into intuitive, accessible, and frictionless user experiences. Seeking a forward-thinking organization where I can contribute strategic thinking, research-driven design, and cross-functional collaboration while growing alongside teams shaping the future of AI integration.

EDUCATION

Bentley University

Bachelor of Science in Experience Design
Minors in Psychology and Business Administration
GPA 3.7, President's List, Women's Leadership Program

Waltham, MA
Sep 22 - May 26

Massachusetts Institute of Technology (MIT)

Applied Agentic AI for Organizational Transformation

Cambridge, MA
Jan 26 - Apr 26

- Studying strategic applications of generative and agentic AI, including AI integration, governance, and organizational transformation
- Completing hands-on projects using AI tools across text, image, audio, and coding workflows, culminating in a strategy capstone
- Analyzing AI risk, ethics, and regulatory frameworks while developing business-focused AI implementation strategies

ACADEMIC & RESEARCH EXPERIENCE

Experience Design Department at Bentley University

Undergraduate Research Assistant and Co-Author

Waltham, MA
Jan 24 - Present

- Analyzed product usage behavior of AI tools (LLMs) to evaluate adoption drivers and trust barriers
- Designed and implemented structured interview protocols, ensuring methodological rigor and coordinated scheduling and logistics for 50 participants, enabling efficient and consistent data collection
- Conducted over 20 in-depth interviews with university students, gathering rich qualitative and quantitative data to inform academic research and publication
- Synthesized findings into clear, cohesive narratives communicating insights through storytelling, presenting research and shaped multiple research drafts and contributed to presentations at AIED 2025 (Italy) and UXPA Boston 2025
- Co-author of a research paper on university students' AI tool selection, accepted to the 2025 International Conference on Artificial Intelligence in Education (AIED)

Human Factors in Experience Design

Beantown Baby Diaper Bank

Fall 25

- Collaborated with a team of 20 researchers to conduct a heuristic evaluation of the organization's website using usability guidelines from Nielsen Norman Group
- Assessed 118 UX and nonprofit engagement criteria related to donor trust, volunteer recruitment, and donation flows which identified usability gaps and developed actionable recommendations to improve transparency, engagement, and conversion
- Presented findings and strategic improvements to stakeholders

WORK EXPERIENCE

Procter and Gamble

Sales Intern

Fayetteville, Arkansas
May 25 - Aug 25

- Owned project management for a \$150M business growth initiative, managing timelines, dependencies, and executive deliverables for the P&G Grooming portfolio (Gillette, Venus, Braun) at Sam's Club
- Demonstrated expertise and synthesized complex data from Nielsen, Spotfire, and Power BI to generate insights for high-visibility and support cross-functional projects
- Delivered product adoption, performance metrics, and roadmap recommendations to senior leadership
- Used A/B performance logic and KPI monitoring to support optimization strategies

- Led end-to-end, data-driven strategy work translating complex consumer, retailer, and performance insights into executive-ready recommendations across user experience, AI-enabled analytics, and B2B growth strategy

LEADERSHIP & COMMUNITY SERVICE

Service-Learning & Civic Engagement Center at Bentley University

Waltham, MA

Lead Program Manager

Jan 26 - Present

- Oversee 3 student program managers and community initiatives, ensuring program alignment, accountability, and consistent impact
- Guide program strategy, evaluation, and cross-stakeholder collaboration between students, faculty, and community partners across the Greater Boston area
- Mentor student leaders and support the scaling of initiatives focused on educational access, digital literacy, and career readiness

Program Manager

Dec 23 – Jan 26

- Managed the full operational lifecycle of multiple community programs, from planning and volunteer coordination to execution and outcome evaluation
- Recruited, onboarded, and coordinated 15+ volunteers, overseeing scheduling, resources, and performance tracking
- Delivered programming that supported 200+ youth (pre-K through high school) while partnering with university staff, professors, and local organizations

Boston Celtics and Bentley University Partnership

Waltham, MA

Partnership Student Steering Leader

Jan 24 – Jan 25

- Led project management for 3 large-scale partnership initiatives per semester, including intake, timeline creation, stakeholder coordination, and execution
- Drove cross-functional collaboration between Bentley leadership and Boston Celtics partners, managing stakeholder communication, logistics, and on-site execution for high-visibility campus events

Centro Cultural Brasil USA da Florida

Miami, FL

Student Partnership Committee Member

Jun 24 - Sep 24

- Partnered with Miami Dade College to develop inclusive scholarship criteria and funding over a two-month collaboration, representing student and international student perspectives
- Designed 25+ logo concepts and co-produced five educational videos with a 10+ person team at the Brazilian Consulate to strengthen branding and educator outreach

WorldView Bentley University

Waltham, MA

WorldView Panelist

Oct 22 - May 24

- Panelist for the Bentley University WorldView Program, contributing international perspectives to 5+ classroom panels each semester
- Collaborate with faculty, staff, and student ambassadors to facilitate discussions on cross-cultural experiences and global awareness across various university courses

TECHNICAL SKILLS

Technical: Power BI (report building & data analysis), NVivo, Cursor, Claude, DALL-E, AI platforms, Lightroom, Photoshop, Figma, Miro, Procreate, Microsoft Office Suite, Canva

Certified in CITI Program - Conflicts of Interest, Social and Behavioral Research and Students (RCR)

LANGUAGES

Portuguese Native, **English** Native, **Spanish** Proficient, **Italian** Basic