Sofie Vickers

UX RESEARCHER

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SUMMARY

Senior UX Researcher specializing in behavioral research for complex digital products, with 6+ years of experience conducting research across teams at Google and YouTube. Experienced leading rapid qualitative and mixed-methods research to clarify ambiguous product questions, uncover behavioral and usability barriers, and translate evidence into actionable product direction. Background spans developer tools, AI-enabled workflows, creative and consumer products, and research tooling.

EXPERIENCE

Google

APR 2026 – NOW · SF

UX Researcher, XR Experiences

- Lead foundational and evaluative research focused on improving developer experience, uncovering developer needs, motivations, and behaviors through qualitative research and survey design; present findings and recommendations to senior stakeholders to inform product strategy.
- Translate research findings into decisive interface and interaction recommendations, using Figma prototypes to identify gaps and opportunities across developer tools and API experiences and ensure developer needs are prioritized in product decisions.

Google

NOV 2023 – DEC 2025 · REMOTE

UX Researcher, Core UX

- Led qualitative and mixed-methods research across developer tools, APIs, internal platforms, and AI-enabled workflows, rapidly getting up to speed on technically complex products and delivering research in two-week sprints.
- Researched emerging AI-assisted workflows, including AI coding assistance and AI-powered research analysis, identifying user needs, behavioral friction, and factors affecting confidence and adoption; presented findings and recommendations to senior stakeholders.
- Synthesized behavioral and usability evidence into clear product direction and specific design recommendations, partnering with Product, Design, and Engineering to evaluate tradeoffs and guide decisions across multiple fast-moving workstreams.

SKILLS

Research

Mixed-methods research
In-depth interviews
Usability testing
Concept evaluation
Surveys
Diary studies
Generative & evaluative
Workflow analysis

Product & Strategy

Rapid research sprints
Problem framing
Behavioral analysis
Product recommendations
Insight synthesis
Storytelling
Stakeholder communication
Cross-functional collaboration
Product lifecycle research

Tools

Figma & FigJam
UserTesting
dscout
Qualtrics
Dovetail
Optimal Workshop
AI-supported research & synthesis

EXPERIENCE, CONT.

YouTube

JUL 2021 – JUL 2023 · SAN BRUNO

UX Researcher

- Led rapid qualitative and mixed-methods research across 18+ product teams, quickly getting up to speed on unfamiliar products and delivering research in one-week sprints.
- Investigated behavioral drivers of engagement, adoption, and friction across Shorts, YouTube Music, Playables, avatars and identity, accessibility, and creator experiences, using interviews, usability testing, concept evaluation, diary studies, and surveys.
- Presented research findings and clear product recommendations to Product, Design, Engineering, and senior stakeholders, helping teams determine what to prioritize and how to improve diverse consumer and creator experiences.

Public Library of Science

DEC 2020 – JUN 2021 · REMOTE

UX Research Consultant

- Led mixed-methods research including diary studies and interviews to understand user behaviors and needs.
- Synthesized findings into reports and presentations used to guide product and communication strategy.

PUBLICATION

Reyna-Hurtado, R., Teichroeb, J. A., Bonnell, T. R., Hernández-Sarabia, R. U., **Vickers, S. M.**, Serio-Silva, J. C., Sicotte, P., & Chapman, C. A. (2018). Primates adjust movement strategies due to changing food availability. *Behavioral Ecology, 29*(2), 368–376. doi.org/10.1093/beheco/arx176

EDUCATION

University College London

M.Sc. Biological Anthropology: Human Evolution and Behaviour

University of California, Santa Cruz

B.A. Anthropology

Springboard

UX Research and Design Certificate

FIELD RESEARCH

Field Research Internship

Chimfunshi Wildlife Orphanage, Zambia

600+ hours of behavioral observation and analysis with semi-wild chimpanzees.