

Sophia Akrofi

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Driving Innovation Across Digital Products, GenAI, and Business Strategy

Shaping high-impact digital products for global brands at the intersection of human insight, emerging technology, and cross-functional strategy.

EXPERIENCE

MCKINSEY & COMPANY

Associate Design Director · Paris, France · 2021–Present

- Lead product designer for large-scale, multi-market experiences in banking, energy, property, and consumer goods
- Created enterprise-grade design systems (3000+ components) and embedded user-centered methods in agile delivery
- Crafted pioneering GenAI-powered tools for marketing and strategy, driving automation and creativity at scale
- Facilitated co-creation for global health initiatives, unlocking innovation and funding for maternal and neonatal health solutions
- Mentored designers globally and led capability-building programs to strengthen internal teams
- Spearheaded design on property technology transformation that generated \$400M in client revenue within three months of launch
- Delivering onboarding training in “Design Thinking” for all new consultants joining McKinsey Paris as standalone faculty

DAILYMOTION

Lead Product Designer (B2B & B2C) · Paris, France · 2018–2021

- Redesigned the platform’s B2B Partner experience, increasing activation and reducing support load
- Launched new onboarding flows, evolving product architecture and streamlining upgrade journeys
- Defined product strategy for a new B2C mobile app, from ideation to user testing and design execution
- Developed UX for embedded media experiences to showcase player capabilities and boost partner acquisition

EDITED (RETAIL ANALYTICS)

Product Designer · London, United Kingdom · 2017–2018

- Built the company’s first atomic design system to support a full platform rebuild in React native language
- Conducted user research with leading retail brands and prototyped new tools for time-based insights

THE DAILY TELEGRAPH (TELEGRAPH MEDIA GROUP)

Product Designer · London, United Kingdom · 2015–2017

- Designed core experiences for Telegraph Premium, Britain’s leading broadsheet newspaper, applying UX and UI strategy across paywall strategy and branded content
- Collaborated with Apple News to optimise content integration and subscriber conversion flows

EDUCATION

Leeds Arts University (2014) ·

BA Hons Graphic Design

University of the Arts London (London College of Communication) (2011) ·

Diploma in Graphic Design

EXPERTISE

Leadership & Strategy

Business strategy, Design operations, Cross-functional leadership, Team mentoring, Digital transformation

Product & UX Design

Design systems, UI/UX strategy, Interaction design. Responsive interfaces, Agile delivery

Emerging Tech

GenAI integration, Digital twins, Simulation modelling

Research & Insight

User interviews, Usability testing, Advanced analytics, Ethnography

Ways of Working

Agile collaboration, Workshop facilitation, Co-creation, Capability building

LANGUAGES

English · Native

French · Fluent

Spanish · Intermediate