Sophia Pozzi
Design Leader
sophiapozzi.com hi@sophiapozzi.com

Experience

Group Manager, Visual Design, *ServiceTitan* 2025 - Current

Manager, Visual Design, *ServiceTitan* 2023 - 2025

The visual design team owns ServiceTitan's visual language in the product.

- Developed the new visual language for Atlas, our agentic experience, and partnered with the design system team to create 20 components
- Debuted a new illustration style and launched the library with 188 illustrations, accompanying documentation, dark mode compatibility, and a component for designers to easily access
- Created the north star vision of the product's design language and incrementally enhanced the design system UI based on that roadmap to improve consistency, visual language, and usability
- Introduced motion tokens and animated key empty state illustrations
- Standardized data visualizations: 9 chart types, 3 corresponding color palettes, and dark mode compatibility
- Increased output of email and direct mail templates by 69% driven by AI-enabled workflows
- Grew into a globally distributed team, increasing headcount by 150%
- Mentored junior to principal designers, resulting in 3 promotions on my team

Design Lead, *Publicis Sapient* 2022 - 2023

Senior Designer, *Publicis Sapient* 2019 - 2022

Led a team of 3 UI designers for Verizon's $5M annual program, +play.

- Responsible for delivery and documentation across multiple design tracks, working alongside the team to lead by example
- Collaborated closely with Verizon teams to create, unblock, and deliver.
- Co-captain for the internal Accessibility XCRAFT group, helping designers learn how to create inclusive experiences for all
- Other clients include: Southern Glazer's, Lowe's, GameStop, Academy Sports + Outdoors, and Burger King

Visual Designer, *Vylla* 2018 - 2019

First design hire. Collaborated with multiple agencies, designers, copywriters, legal, and stakeholders to design, deliver, and launch the Vylla brand. Trained a national team on our new brand.

Visual Designer & Marketing Specialist, *ERI* 2017 - 2018

Visual Designer & Marketing Specialist, *Locate Inventory* 2016 - 2017

Skills

Figma, agentic UX, agents, design systems, Adobe Creative Suite, accessibility, team building, coaching & career growth, roadmap planning

Education

B.A. Business & Marketing, *California State University, Fullerton*