

# Sofia Sergeeva

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## Work Experience

**Son:mi – AI Beauty Tech (Start-up)**, London, UK

**Jan 2025 - Present**

Founder & Product Lead (alongside a full-time PM role)

- Built and shipped a full-stack AI product for personalised skincare and tone analysis, spanning frontend (React), deployment (Vercel), backend and AI inference (AWS); owning roadmap definition, delivery, and iteration; tested by 80+ early users with typical sessions lasting 5–10 minutes
- Designed secure, token-based authentication and user data access using Supabase (OAuth, PostgreSQL, Storage), managing profiles, image uploads, chat history, and AI interactions
- Architected end-to-end data pipelines (image upload → storage → analysis → AI response → long-term context) with a focus on privacy and reliability
- Owned system quality and production stability, reducing AI response latency from ~30s to ~10–15s, diagnosing latency spikes, data failures, broken integrations, and inconsistent AI outputs through iterative testing and prompt refinement
- Iterated on prompt design, response formatting, memory handling, and context management to improve AI accuracy and trust
- Led user discovery via 100+ survey responses and 10+ qualitative interviews, translating qualitative insights into product and system improvements
- Selected as a founder in a competitive alumni-only accelerator (Top 15 / 100+ applicants)

**Reed Exhibitions (RELX) – Digital Platforms (Event Tech)**, London, UK

**Jun 2025 - Present**

Junior Product Manager

- Led delivery of 10 large-scale event apps (10k–50k attendees) across Europe, Asia, Middle East, and South America
- Achieved  $\geq 40\%$  adoption across shows, with average user satisfaction  $\geq 4.0 / 5$  (never below 3.8, including first-time launches)
- Owned cross-functional execution: requirements definition, prioritisation, coordination with Australia-based engineering teams, QA/UAT, and live release management under fixed event deadlines
- Standardised UAT and release sign-off (test scripts, edge cases, evidence capture), improving release quality across devices and environments
- Acted as the bridge between non-technical stakeholders and engineers, translating business needs into feasible solutions while managing legacy and data constraints
- Advised teams on trade-offs between custom native and streamlined web apps, balancing feasibility, timelines, and user impact

**Infinity Group, Microsoft Inner Circle Partner – IT Services & Digital Transformation**, London, UK

**Aug 2024 - Jun 2025**

Junior Product/Project Manager

- Introduced a new product documentation framework using Microsoft Loop and Copilot, improving clarity across SaaS products post-acquisition
- Led company-wide rollout of an internal AI agent, establishing structured feedback loops for iteration and adoption
- Supported go-to-market planning for enterprise SaaS solutions (ERP, CRM), aligning product, sales, and technical teams

**Cognizant – Tech Consulting & Digital Experience**, London, United Kingdom

**Jan 2023 - Aug 2024**

Strategy & Product Associate

- Conducted market and competitive research, analysing over 1,000 data points to define scope and prioritise features for a private healthcare provider's app MVP, ensuring alignment with user needs and business objectives
- Managed the expansion of a credit rating platform, collaborating with cross-functional teams to standardise workflows, reduce reliance on legacy tools, and improve operational efficiency
- Owned product documentation, writing over 100 user stories and acceptance criteria, and leading refinement sessions to maintain clarity throughout the development lifecycle

## Education

<b>King's College London, UK</b> MSc International Management	<b>Sep 2021 - Jan 2023</b>
<b>University of Amsterdam, The Netherlands</b> BA Media and Information: New Media and Digital Culture	<b>Sep 2018 - Jun 2021</b>

## Professional Certifications

<b>Google UX Design Professional Certificate</b> , Online	<b>Jan 2024 - Oct 2024</b>
<b>Human-Computer Interaction (HCI) for AI Systems Design</b> , University of Cambridge Online	<b>Jan 2024 - Mar 2024</b>

## Leadership & Achievements

<b>Mentorship &amp; Volunteering</b> , London, UK	<b>Dec 2023 - Present</b>
<ul style="list-style-type: none"><li>• Mentoring aspiring women founders on building a venture alongside full-time work (prioritisation, trade-offs, and execution)</li><li>• Volunteering at middle schools to teach students enterprise skills and inspire early interest in tech</li><li>• Mentoring 3 graduates on career development</li></ul>	
<b>Elected Programme Student Leader</b> , King's College London, UK	<b>Sep 2021 - Jan 2023</b>
<ul style="list-style-type: none"><li>• Elected by 120 students to represent the cohort and communicate feedback to faculty</li></ul>	

## Skills & Interests

### Languages

- Fluent in English and Ukrainian
- Intermediate proficiency in Hindi; Beginner proficiency in Spanish

### Technical Proficiencies

- Product & Delivery: Agile (Scrum & Kanban), UAT & QA, stakeholder management
- Design & Collaboration: Figma, Notion, Miro, Jira
- AI & Systems: LLM-based product development, prompt design, system prompting, prompt engineering, AI evaluation. Tools: ChatGPT, Cursor, Claude, Gemini, Copilot Studio

### Interests

- Improv theatre and gardening