

Zsófia Anna Somogyi

SERVICE DESIGNER | CUSTOMER EXPERIENCE | SERVICE TRANSFORMATION

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PROFESSIONAL SUMMARY

Service Designer and Customer Experience professional with 5 years of experience improving internal services in an international engineering environment. Combines customer research, journey mapping and information architecture with service implementation, UAT and operational improvement. Experienced in translating customer insights into owned improvement actions, service enhancements and digital transformation initiatives. Established a structured approach that connected customer insights with owned improvement actions, responsibilities and follow-up activities across multiple services and regions.

PROFESSIONAL EXPERIENCE

ROBERT BOSCH KFT. | Budapest, Hungary

Logistics Specialist | Oct 2026-Present

Project Coordinator | Jan-Sep 2026

Design Engineer | Sep 2021-Dec 2025

UX Champion | Aug 2022-Present (concurrent role)

- Expanded Customer Journey Mapping from a local Packaging Design initiative into a cross-regional improvement approach, facilitating workshops across Europe and translating insights into owned actions with responsibilities and deadlines.
- Synthesized survey and interview findings to redesign 30–40 standards pages, introducing a more scalable information architecture, navigation model and reusable content structure.
- Established a collaborative delivery approach across UX, content and technical stakeholders, balancing customer needs with legacy-platform and data-quality constraints.
- Mapped service processes and stakeholder requirements for standardized ServiceNow workflows, contributing to a common intake and execution model for Packaging support services launched in 2024.
- Coordinated User Acceptance Testing (UAT), prioritized usability improvements and supported adoption through training materials and customer-facing documentation.
- Promoted UX adoption across regional and executive forums, connecting customer insights with continuous-improvement activities and service-transformation initiatives.

Selected earlier experience

Procter & Gamble | Gyöngyös, Hungary

Process Engineer | Apr–Sep 2020

- Analyzed packaging issues using structured problem-solving and Six Sigma tools.

EGInA | Foligno, Italy

Web & Graphic Design Intern | Nov 2019-Feb 2020

- Website concepts and communication materials for international projects in Italy

METRO Cash & Carry | Budaörs, Hungary

Own Brand Trainee | Jun 2018-Sep 2019

- Internal UI research and redesign, supplier coordination.

CORE SKILLS

Research & service design

Customer research, stakeholder interviews, insight synthesis, Customer Journey Mapping, process mapping, information architecture and service improvement.

Delivery & collaboration

Workshop facilitation, stakeholder management, requirements elicitation, UAT, prioritization, cross-functional coordination and Agile/Scrum collaboration.

Product ownership

User stories, value-based prioritization and cross-functional delivery.

Tools & digital

ServiceNow, Confluence/Docupedia, Figma, AI-assisted knowledge access, HTML, CSS and JavaScript fundamentals.

PROFESSIONAL DEVELOPMENT

IBM Product Owner training | 2026

MSc in Design Management |

Metropolitan University | 2020-2022

Thesis: Current Challenges in Design – Digital Accessibility

BSc in Industrial Design Engineering

| Óbuda University | 2015-2019

Selected training: Google UX Design; IBM Product Owner; Google Project Management; Design for a Better World, Don Norman, IxDF (2024, top 10%); EPAM Junior Front-End Online Program (2021)

Languages: Hungarian C2 | English C1 | German A1