Sofia Qin

San Francisco, CA | LinkedIn

EXECUTIVE SUMMARY

- Shaped 0-to-1 AI product launches with measurable market impact: NotebookLM audio overviews (voice AI that grew weekly active users 10×, named a TIME Best Invention of 2024), Google Ads Insights (contributor to significant Ads revenue growth, highlighted on Alphabet's Q4 2020 earnings call), and Microsoft Clarity's strategic pivot into an AI visibility/GEO platform in 2026
- Expert at uncovering customer needs, synthesizing market signals, and turning technical capabilities into clear, compelling stories
- Drives competitive intelligence and cross-functional alignment across product, UX, engineering, and leadership

EXPERIENCE

Principal UX Researcher, Microsoft AI | *Mountain View, CA | Jun 2025 – Aug 2026*

- Shaped product and go-to-market strategy across agentic commerce, AI visibility/GEO (Generative Engine Optimization), and analytics — informing 25+ product launches by defining target users, unmet needs, and market positioning
- Led market and competitive landscape research, including the AI visibility/GEO tools space and adjacent AI infrastructure players, and built product analytics frameworks to sharpen strategic bets
- Translated emerging AI capabilities into customer-facing products and launch narratives, partnering with product, design, engineering, and business leaders from early exploration through launch
- Designed and fielded customer research instruments — including interviews, surveys, and logs analyses — to surface buying and retention drivers, providing the research backbone for insight-driven messaging
- Advised 30+ product managers and 10+ designers on research and positioning, enabling rapid learning loops across the org

Senior UX Researcher, Google | *New York, NY | Feb 2019 – Jun 2025*

- Key contributor to NotebookLM's audio overviews, a voice AI feature, from 0 to 1, with research that gave the team conviction to ship; the feature grew weekly active users 10× and was named one of TIME's Best Inventions of 2024
- Spearheaded research and go-to-market input for AI Test Kitchen, Google's first platform for launching experimental generative media experiences (MusicFX, ImageFX, VideoFX), showcased by executives at Google I/O
- Partnered with founders across Google's Area 120 incubator to identify and validate new product opportunities, informing YouTube's shopping strategy and contributing to Gomie's acquisition by Google Maps
- Shaped positioning and strategy for ML-powered advertising products, including Google Ads Insights and Performance Max; Insights contributed to significant Ads revenue growth and was highlighted on Alphabet's Q4 2020 earnings call

Product Manager (Part-time), Google | *New York, NY | Jan 2022 – Apr 2022*

- Owned product strategy, roadmap, and positioning for an internal social well-being product, translating user needs and business goals into requirements, priorities, and feature decisions
- Drove product development from concept through launch, writing PRDs, prioritizing features, and partnering with engineering and design to balance user value, business value, and technical feasibility

UX Researcher, Uber Technologies | *San Francisco, CA | Nov 2017 – Feb 2019*

- Shaped driver retention strategy and messaging through foundational and evaluative research, partnering with data scientists and PMs to inform predictive churn models and targeted interventions
- Identified unmet needs and new product/positioning opportunities by triangulating global ethnography, behavioral data, surveys, and usability research

UX Research Assistant & Recruiter, Google | *Mountain View, CA | Sep 2015 – Oct 2017*

- Conducted research for Google Analytics, identifying 7 key product improvement opportunities
- Built research participant recruiting infrastructure and supported 90+ UX studies in a year

EXPERTISE

Market & Competitive Analysis | AI Product Positioning & 0-to-1 Launches | Product Strategy | Mixed-Methods Research | Executive Storytelling | Rapid Prototyping | Product Analytics | Product Management | Design Sprints | Mentorship

EDUCATION

Columbia University — MS in Psychology, New York, NY | 2013 – 2015
Hunan Normal University — BA in Journalism, Hunan, China | 2009 – 2013