SOPHIE WHITFIELD

UX DESIGNER

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EXPERIENCE

Graphic Designer, *Freelance*
Richmond, VA
April 2014-Present

• Collaborated with a variety of small businesses to fulfill their design needs, including logos, flyers, posters, and promotional materials.
• Conducted in-depth user research to understand target demographics, behaviors, and pain points.
• Successfully managed multiple projects simultaneously, meeting strict deadlines and client expectations.
• Executed local marketing campaigns to enhance brand visibility and reach.

The Carriage House, *Leadership Team*
Richmond, VA
May-August 2020

• Became a core contributor in the launch and branding of Brandcenter's inaugural student-run creative co-op.
• Collaborated closely with creative partners to develop strategic plans, establish branding guidelines, and ensure cohesive messaging across all platforms.
• Worked within the social media team to create engaging content and helped manage online presence.
• Designed and developed valuable resources for fellow students, including presentations, worksheets, and communication templates.

Studio Two Three, *Intern*
Richmond, VA
June-July 2019

• Worked alongside professional artists and instructors as a Teacher's Assistant for classes, providing valuable support to students and facilitating learning experiences.
• Actively participated in mobile printing truck operations, assisting with setup, promotion, and coordination during events, increasing the studio's outreach.
• Demonstrated versatility by actively participating in various aspects of the studio's operations.

Caretaker, *Self-Employed*
Richmond, VA
April 2014-August 2019

• Provided in-home care services with a focus on assisting with daily activities and promoting independence.
• Developed and implemented customized pain management plans, including medication management, therapeutic interventions, and holistic approaches.
• Coordinated care schedules, appointments, and medication administration for clients.

EDUCATION

VCU Brandcenter
Richmond, VA
September 2019-May 2021

M.S. in Business, Experience Design

Suffolk University
Boston, MA
September 2007-May 2012

B.F.A. Graphic Design

SKILLS
• Branding
• Design Systems
• Human-Centered Design
• Journey Mapping
• Personas
• Print Design
• Prototyping
• Typography
• Strategy
• User Research
• User Testing
• UX/UI Design
• Wireframes

TOOLS
• Adobe CC (Illustrator, InDesign, Photoshop)
• Figma
• Microsoft Office

AFFILIATIONS
• Studio Two Three, Resident Artist (2014-2021)
• AIGA Member (2011-2020)

References available upon request.