



SOFIA

Work experience

2014-2015

Junior Interactive Art Director - Fröjd Interactive

Digital (web, mobile) design, concept development and execution.

Poplin, Peak Performance.

2012-2013

Art Director & Graphic Designer - Cocomms

Creative solutions and designs for various clients, inhouse branding, social media interaction.

Vaasan, Netflix, BMW, Solteq, Novartis.

2010/2011 Summer Internship

Graphic designer - Ifolor

Inhouse designer - Adverts, flyers, web content, template design for cards, notebooks, mugs etc.

2009-2014

Freelancer - graphic design

Webdesign & front-end development, lay-outs for magazines and booklets, logos, visual identities.

Nouhau productions, NovaSpectra, Vaasan, Cocomms, Paula Jaakkola, Sefe/ABS.

Education

2013-2015

Digital Media Creative - Hyper Island, Stockholm

In this program I've explored topics from Design and Technology to Strategy and Project Management.

I have worked with: Solvatten, Guru Happy, 10Tal, SOS Barnbyar, Beyond Retro.

2009-2012

BA in Graphic Design - University of Bedfordshire, UK

Designing for the society, placing emphasis on the social, cultural and environmental aspects of design and the designer as a maker of meaning in visual form.

Languages

Finnish: First Language

Swedish: (Also) First Language

English: Fluent speaking and writing

My toolkit

Art Direction

I translate concepts, ideas, desired moods and content into a unified visual appearance.

Graphic design

I design for web & mobile, I do UI/UX, illustrations, lay-outs, posters and packaging design.

Branding & Identities

I create visual identities, from the logo and colour scheme to the Brand Book.

Digital Marketing

I focus on storytelling, from concept creation, digital campaigns and solutions to social media strategy.

Recommendations

Kasper Stenbäck - Director at Cocomms, Digital and Marketing Communications

Sofia has the ability to understand even less structured briefs incredibly well and she can produce the initial designs in a really short time frame, often showing true understanding to what was asked of her design. She is very efficient and fits perfectly in a hectic agency environment. She is also a quick learner who challenges herself to do things outside her comfort zone. She has quite versatile capabilities as a designer, ranging from visual design and illustrations to videos. She is a true asset as a designer.

Ioana Negulescu - Happyholic Graphic Designer

Sofia is very motivated and is one of the most competitive persons I have ever met, which has always helped her improve her skills and knowledge and go beyond her limits in the projects she has worked on. She is highly creative and has found a specific design style that defines her personality. Sofia can have a robust and serious presence whenever needed, yet she has a very good sense of humour, she is helpful, optimistic and definitely a positive addition to any team.