

Sophie Douglas

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I create bold, thoughtful, and carefully crafted designs. I am passionate about telling stories through design and aim to deliver results that leave a lasting impression. I am experienced in designing brands, websites, apps, games, digital installations, and print for a diverse range of clients. I am confident in leading the entire design process, managing both client expectations and a creative team.

Method, Auckland

Mid-weight Designer, 2022 – 2024

Junior Designer, 2020 – 2022

Working as part of a small team meant I had the opportunity to collaborate closely with clients, the design team, and contractors (including developers, illustrators, and 3D artists). I have led the design process from start to finish across a wide variety of projects, delivering dynamic, user-focused and engaging results. I worked on everything from branding, web and app design to digital installations, brand activations, and immersive AR and VR experiences. An integral part of my role was research and development, finding innovative ways to use technology and pushing the boundaries of what design can achieve.

I built a strong understanding of the digital landscape, while working with high-profile clients like Meta, Snapchat, Samsung, and Air New Zealand. Method challenged me to think differently, explore new ideas, and deliver high-quality, innovative work.

Jassy Dean Trust, Waiheke Island

Freelance Graphic Designer, 2021 & 2023

When the lockdown of 2020 prevented the Jassy Dean Trust charity from fundraising in their usual ways, I was contracted to design and deliver a cookbook for them to sell — *Lunch in Jassy's Gardens*. I was involved with the entire project including creative direction, design, editing, fundraising, and printing. After the sell-out success of the first cookbook, we were able to do it all again in 2023 with *Food From Jassy's Gardens*.

Fotorama Toys and Games, Hong Kong

Graphic Design Internship, 2019

I worked on branding, user testing, package design, photography and creating social media content. My internship at Fotorama allowed me to work with international clients, navigating language and cultural differences.

Open Lab, Wellington

Graphic Design Internship, 2019

During my internship I worked on fact sheets, brochures, and booklets. Open Lab gave me valuable experience in a studio during university.

Skills

Branding, website design, UI, UX, app design, website development, typography, print design, writing briefs, presenting ideas, creative direction, collaboration, ambition, communication, attention to detail, problem solving and adaptability.

Creative Software

Figma, Adobe Illustrator, Photoshop, Indesign, Premier Pro, After Effects and Webflow.

Qualifications & Achievements

Bachelor of Design majoring in Visual Communication Design with First Class Honours at Massey University. Massey Scholar recognising the University's top 5% of undergraduate students.

Te Reo Māori me ona Tikanga (beginners' course).

Best Awards Finalist 2020 for Method's Postcards from Aotearoa and Your World Your Way. Best Awards Finalist 2020 for my University Honours project, Unfold.

Prime Ministers Scholarship for Asia, recognising academic achievement and the ability to represent New Zealand on a design internship in Hong Kong.