

Sofia Fadeeva

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Portfolio: [link placeholder]

Profile

Graduated Humber Polytechnic, 2026 Advertising & Graphic Design, I'm building skills in branding, packaging, magazine layout, photography, and social media, and I aim to grow in a creative agency focused on identity and storytelling.

Education

Advertising & Graphic Design Diploma– Humber Polytechnic 2026
Side course: Prompt Engineering

Experience

Freelance Nail Artist & Social Media Manager (2018–Present)

- Provide high-quality Russian-style manicures with strong attention to aesthetics
- Built and maintained a Pinterest account with 1M+ impressions, showcasing branding and visual storytelling skills and cultivated long-term client relationships and kept a clear brand voice online

Event Photographer (Freelance) (2021–Present)

Captured candid and promotional shots at private events, applying composition and lighting techniques. Delivered polished photo edits on tight deadlines, developing visual balance and speed

Magazine Layout Designer — “Rafaella” (Academic Project)

Humber Polytechnic (2024)

- Designed a 12-page jewelry magazine blending modern and classic aesthetics
- Curated images and layouts, applying typography and grid systems for professional editoriy

Skills & Strengths

Technical Skills

Adobe Illustrator, InDesign, Photoshop
Developing skills in Lightroom and Procreate
Figma for wireframes and basic UI/UX
Exploring motion/video editing
and willing to learning more.

Creative & Professional Strengths

Two years of psychology studies

- Understanding behavior and perception, helpful for empathetic design thinking
- Deep understanding and feeling how to communicate in any environment

Six years as a nail artist

- Precision, patience, and an eye for detail, plus solid client-facing skills
- Early experience in brand identity, packaging, and magazine layout through college projects. Curious, adaptable, and with a strong desire to keep growing