

# SOPHIE WHITFIELD

## UX STRATEGIST

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## EDUCATION

### VCU Brandcenter

M.S. in Business in Branding

Concentration: Experience Design

Richmond, VA

2019-2021

### The Institute at Palazzo Rucellai

Watercolor Painting & Art History

Florence, Italy

May-June 2010

### Suffolk University

B.F.A. Graphic Design

Boston, MA

2007-2012

## EXPERIENCE

### The Collective, Student Liaison

The Collective is a community of students at Brandcenter created to empower students to engage with one another in an environment that acknowledges the complexities of diversity and inclusion. As a student liaison I created and ran student spaces, structured office hours and also moderated panels.

Richmond, VA

May 2020-March 2021

### The Carriage House, Creative Partner

The Carriage House was Brandcenter's first student run full service creative co-op. I was part of the Launch team, the organizing body known as "The CH Council", the social media team and developed resources for students to utilize.

Richmond, VA

May-August 2020

### Studio Two Three, Intern

Studio Two Three is a local grassroots arts center with studio access for artists of all levels, plus classes, exhibits & a shop. As an intern, I maintained the working space for resident artists, worked as a TA for classes, assisted with the mobile printing truck, and printed retail items for the retail space.

Richmond, VA

June-July 2019

### Graphic Artist + Designer, Self-Employed

I did concept development, brand and identity design, user research and basic HTML/CSS in addition to other tasks. I worked with a local bike co-op, a traveling speaker, music and stand up shows to name a few clients.

Richmond, VA

April 2014-August 2019

## SKILLS

Creative Thinking, User Research, Design Strategy, Journey Mapping, User Testing, Prototyping, Product Design, Design Systems, UX/UI Design, Branding, Typography

## TOOLS

Adobe CC (Illustrator, Photoshop, InDesign, After Effects) Figma, Sketch, Microsoft Office

## AFFILIATIONS

Studio Two Three,  
Resident Artist (2014-)  
AIGA Member (2011-)

## INTERESTS

Printmaking, Design Justice, Polaroid photography, thrifting, cold-press juices, Banana Facts, skincare, burgers, Stardew Valley.



References available upon request.