

# SOPHIA WU

## Digital Communication Designer



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### Education

/ *Master of Design — 2019 - 2020*

**Köln International School of Design, TH Köln, Köln, Germany**

Major in Integrated Design with the focus on service design, strategy design, exhibition design, and urban research.

/ *Bachelor of Design — 2013-2017*

**Emily Carr University of Arts and Design, Vancouver, Canada**

Major in Communication Design with the focus on branding identity, exhibition design, and critical design.

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### Professional Experience Highlight

/ *August 2016 — July 2019*

**Freelance Graphic Designer**

Working on freelancing design projects for three years, including UI design of software, and website design for various industries. Being able to fully understand the clients' needs and quickly find convincing solutions to fulfill their requirements within the given time

/ *March 2017 - April 2019*

**Northbanq Design, Vancouver, Canada - Graphic/Website Designer**

Designing furniture e-commerce websites, promotional campaigns, as well as digital and print promotion materials. Working closely with the web developers and online marketing team (experiences on SEO and social media).

/ *August 2017 - July 2018*

**Daniel Choi Design Inc, Vancouver, Canada - Contract Graphic Designer**

Working on website design and collaborating with website developers for projects from various fields like real estate, juice company and etc.

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### Extra Curricular Activities

/ *August 2019*

**Holis Summer School in Portugal - Social Innovation Design**

Working on rural site in Portugal to help revitalise the economic and social fabric of the area.

/ *September 2016 - December 2016*

**Asia Pacific Foundation of Canada - Graphic Designer Co-op**

Working on report designs, infographic designs and banner designs in a fast pace environment with the corporate design guidelines.

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### Contact

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### Objective

/ I believe that as a designer, delivering visually appealing design is not enough. Design is a tool to solve problems and help make sense of the world.

/ I am committed to working on challenging research-based design projects to constantly inspire my creativity and improve my skills.

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### Language

/ **Mandarin** -- Native proficiency

/ **English** -- Professional working proficiency

/ **German** -- Basic communication skills

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### Professional Skills

/ Expert command of Adobe CC (Indesign, Illustrator, Photoshop)

/ Understanding of HTML, CSS, and PHP

/ Familiarity with Final Cut Pro, After Effect

/ Familiarity building websites on Sketch, Wordpress, Shopify and prototyping with InVision

/ Familiarity with DSLR camera and lifestyle photography

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### Personal Interests

/ Travelling, fashion styling, yoga, reading