



SOPHIE SUNDBERG

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PROFILE Sophie has over **10 years'** experience working both in-house and with agencies. Her passion lies in packaging and identity design, however she has a broad experience in a range of design disciplines. Her specialist areas include the retail and gift market, luxury brands, children's boutiques and startups.

Sophie's qualities are: attention to detail, cheerful, confident, organized & efficient, responsible, motivated, meets deadlines, adaptable, a good communicator, team player and leader.

SOFTWARE Illustrator / Photoshop / Indesign / Dreamweaver

SKILLS Visualising, re-touching, artworking, art direction of illustration & photography, presentation, mood board creation, mock ups, web design. Fluent in Italian, good level of French.

DESIGN WORK

Ongoing **Personal clients: Branding, print, packaging & web design for various clients, including -** carolineirby.com, Dominique Bader, facetofacedigital.com, glamourguardian.com, gunpoint.info, infomagnet.com, Jimmy Choo, jodiechapman.com, lesleychalmers.com, linkhumans.com, Maison MK, Mrs Moon, Nubie, octopusrock.com, PeachyKeen Organics, Rachel Vosper, Roohoo Films, T.O'D Jewellers, VUPbaby.co.uk, Whitestep, Yllume, Zeli Rocha

05.10 - 01.11 **Together Design** Senior freelance packaging designer
Work: Packaging & product design for 2 Boots Seasonal Gift ranges 11/12

05.06 - 07.07, 03.05 - 11.05 **The Body Shop:** Senior freelance packaging designer
Work: Extensive packaging design for Christmas 06/07/08 & Spring 07/08 ranges

12.05 - 04.06 **Marks & Spencer:** Senior freelance packaging designer
Work: Design for Christmas 06 range, Organic range re-design & general food packaging

06.04 - 02.05 **Freelance clients: Print, packaging & web design for the following -** Bell design, Blumedia, BMB, First City Advertising, Geometry, Interbrand, The Whole Hog Miller Bainbridge & Partners

02.04 - 05.04 **Whittard of Chelsea:** Middleweight freelance packaging designer
Work: Packaging design & artwork for four main Christmas 05 ranges

06.02 - 01.04 **Astound:** Graphic retail designer
Work: P.O.S, in-store graphics, print & packaging
Clients: Direct Line, House of Fraser, My Travel, Somerfield, Superdrug, Starbucks, Tesco

03.02 - 05.02 **The Farm:** Freelance designer
Work: General print & web design
Clients: Tower Hamlets, trustthedj.com

01.00 - 02.02 **Mathmos:** In-house graphic designer
Work: General print, brochures, packaging, P.O.S, web-design/building, window display

EDUCATION

96 - 99 **Liverpool John Moores:** BA Hons Graphic Design: 2.1 (studio work: 2.1, dissertation: 1st)

95 - 96 **Manchester Metropolitan:** Foundation course in Art & Design: Commendation

88 - 95 **St. Mary's School Ascot:** 3 A'levels: A, B, C