

SOPHIE CARRILLO

CONTACT

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SKILLS & TOOLS

Software

Adobe Creative Suite, Figma, Onshape, Solidworks, Miro, Mural, Rhinoceros, Keyshot, & Sketch

Design

Sketching, data visualization, physical and digital prototyping, wireframing, motion design, model making, supply-chain, HTML, & CSS

Design Research

Research scoping, insight analysis, card sorting, tree testing, journey mapping, user interviews, qualitative user research, & usability testing

Creative Leadership

Systems thinking, workshop facilitation, visual storytelling, client-facing presentations (visual and pitching), project management, & copywriting

RECOGNITION

Factor, Design Conference, ITESM
Being the only designer in your team
Panelist | 2021

International Design Awards

Silver, Children Products
Silver, Design for Society
Cue, Therapeutic Toy | (SVA) | 2019

International Design Awards

Silver, Design for Public Awareness
Revolt, Speculative Toy | (SVA) | 2019

LANGUAGES

Spanish (native) English (fluent)

EXPERIENCE

Bully Pulpit Interactive

Designer & Spanish Transcreation Consultant | Remote | May 2020 – Present
Design Fellow | Washington DC, US | Jan 2020 – May 2020

- Designed visuals based on a tailored strategy crafted towards audience, brand, cause, and context.
- Led the implementation of new software to optimize and automate the production of creative assets.
- Translated creative content to produce a version that resonates with the Hispanic community.
- Selected clients: META, AT&T, Patagonia, ACLU, Walmart, Goldman Sachs, Biden for President, PBS, and HRC.

Universidad Mondragon Mexico

Adjunct Faculty, User Research | Remote | Aug 2021 – Dec 2021

- Guided and supported students in conducting UX Research for a client focused on children's STEM education.

Planned Parenthood of Western Washington

Design Consultant - through Creative Circle | Seattle, US | Dec 2019 – Jan 2020

- Created visuals to educate and engage the general public around incoming Senate Bill 5395, which aims to make sex education inclusive and medically accurate mandatory in all public schools.

Independent Work

Design Consultant | Seattle, US | Jul 2019 – Jan 2020

- Identified opportunities for innovation in the non-profit sector to attract support through meaningful user experiences and impactful visuals. Advised on creative direction to help clients articulate their values, purpose, and services to increase the accessibility of their women-focused programs.
- Selected clients: Joanna Invests and the Women's Fund of Rhode Island.

Lovevery Baby

Student Industrial Designer | New York, US | Nov 2018 – Feb 2019

- Delivered several design concepts for baby toys based on research insights, market trends, and brand identity in collaboration with two designers and the Lovevery product development team. Presented: sketches, CAD models, renders, physical prototypes, CMF specifications, and concept testing for launch evaluation.

Independent Work

Design Consultant | Queretaro, Mexico | Aug 2014 – Aug 2017

- Guided small businesses on design best practices for growth. Created brand identities for a rock-metal band, nutritionists, and entrepreneurs. Designed elements such as brochures, social ads, and videos for a music academy, make-up artists, and a physiotherapy clinic.

Cristina Ramella, Luxury Goods & Jewelry

Logistics Coordinator | Queretaro, Mexico | Jun 2016 – May 2017

- Oversaw production, forecasting, stocking, shipping, and product sunsetting for all domestic and international retailers, wholesalers, and in-house. Designed stocking strategy for trade shows and magazine shoots.
- Acted as Quality Assurance and ensured the user experience aligned with the brand from purchase to delivery.
- Managed and onboarded interns transitioning to full-time employees.

Juriquilla Magazine

Designer | Queretaro, Mexico | Jan 2015 – May 2015

- Led the design of visual assets, advertisements, editorial content, and brochures for +30 clients each month.

EDUCATION & CERTIFICATES

School of Visual Arts (SVA)

MFA in Products of Design | New York, US | 2019

Thesis, Unauthorized Play: Design Provocations for Children in Crisis ([Watch the presentation](#))

Monterrey Institute of Technology and Higher Education (ITESM)

BA in Industrial Design, minor in Graphic Design | Queretaro, Mexico | 2014

Best Academic Performance Award (ITESM School of Design) | Student Committee Golden Award

School of Visual Concepts (SVC)

Certificate Program in User Experience | Remote | 2022