



# Sophie Ross

## UX/UI Designer

I have a deep passion for designing digital experiences that are both user-friendly and aesthetically pleasing. I have had professional experience working with big companies to create real world benefits.

## Skills

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- Experienced UX/UI designer proficient in **Figma**, **Adobe Suite** (including Photoshop, After Effects, Illustrator) with a working knowledge of **Blender**.
- Experience in game UI after creating 5 games and releasing on the appstore using **Buildbox**, with one of my games reaching 10k players.
- **Working under pressure:**
  - When working at Formula one I was entrusted with singlehandedly managing and completing content for Formula 2 on my third day.
  - Worked in new team to create a start up in 72 hours which then won Sync The City 2022.
- Well versed in **Cryptocurrency** and **NFTs** after I personally launched a successful NFT collection whilst still meeting my 2nd year work deadlines.
- Continued to **challenge myself** in 1st year of university, entering the D&AD awards individually, as well as creating numerous apps, videos and other designs for Formula 1, resulting in a job offer, whilst still achieving a 1st.
- Created a targeted audience within F1 fans on multiple social media platforms, gaining a following by posting frequent. Ability to **identify trends** to maximise the reach of my content.

## Experience

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### Virgin Wines

2023 - Ongoing

I'm currently working directly with Virgin Wines as part of my degree, to propose and present a website redesign and optimisation strategy to the CEO and design team.

### The User Story

2023

I worked collaboratively with a teammate, alongside The User Story on a project focused on branding a new upcoming pea snack from the John Innes Centre. Our tasks involved analysing research data, conducting user interviews/focus groups, designing the branding, and finally presenting all the gathered information.

### Aviva

2023

My responsibility was to produce a 3-minute promotional video showcasing the recent accomplishments of Aviva's finance team. The video was then distributed widely throughout the company.

### Formula One

2022

I was head-hunted by Formula One after sharing some of my personal F1 projects on social media. During my time with the team, I edited video content and incorporated graphical components during live races, and was even entrusted with singlehandedly managing and completing content for Formula 2 on my third day.

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## Education

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### BSc UX/UI Design (2020-2023)

Norwich University of the Arts

### Foundations of Digital Marketing and E-Commerce (2022)

Online course by Google

### Higher Education (2018-2020)

3 A-Levels: A\* Geography, A\* Graphics Design, A Computer Science

11 GCSES: (8 A\*-A, 3B's)

## Awards

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D&AD New Blood Pencil Winner  
(2023)

Sync the City - Winning Team  
(2022)

## Skills

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- Working well under pressure
- Working collaboratively
- Learning new software
- Prioritising work loads
- Adobe Suite
- Figma, XD, Webflow
- Motion graphics
- Eye for detail
- Marketing understanding

## Contact

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## **Sync The City**

**2022**

As the UX designer for the winning team of Sync the City 2022, a 72-hour start-up competition held in Norwich, I collaborated with a group of developers and market researchers to establish a Web3 business start-up.

## **Norfolk and Suffolk Unlimited**

**2022**

Worked with a local Inward Investment company to assess and improve their website design and content as part of my degree.

## **Freelancing**

**2020-Ongoing**

I have provided design services for more than three small businesses, including the creation of assets such as social media templates and logos. Additionally, I developed a series of race identities for a major running club in Norfolk.

## **Personal Projects**

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### **NFT Collection**

**2021**

While balancing my 2nd year deadline, I decided to task myself with developing, promoting, and launching an NFT collection. Driven by my fascination with the Crypto and Blockchain industry, I acquired valuable insights into marketing, having to pitch my idea and build a following around it. The launch was a success, with a trading volume of 4 ETH on the first day alone.

### **Formula One Projects**

**2021-Ongoing**

I have designed and developed four iPhone games, one of which has gained 10,000 users, one of which was noticed by Formula 1 and giving me the opportunity to work for them. These experiences have given me the technical expertise and creativity necessary to develop high-quality games that engage and excite players. Alongside this I have also created video edits gaining attraction from F1 drivers themselves.

### **Content Creation and Social Media Mangement**

**2021-Ongoing**

With a combined audience of 37k followers across my Instagram and TikTok accounts, I produce engaging content centered around Formula 1, which has secured me several brand deals. In addition, I oversee the social media presence of the pub where I am employed and manage the social media accounts of NUA Dance Society.