

SOPHIA

WINSAND |

Multi Media Designer

SKILLS |

Visual Storytelling
Typography
Layout & Composition
Digital & Print Design
Advertising Design
Social Media Content Creation
Photo Retouching
HTML, CSS, & Javascript
Brand Identity Design
Content Strategy

SOFTWARE |

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Acrobat
Adobe After Effects
Figma
Wordpress
Blender

FREELANCING

SELECTED CLIENTS |

Duluth Tenants Union
EcoChic Jewelry
Peyton Haug Media
Techno Club

RECOGNITIONS |

Deans List | 2020 - 2024
Department Honors | 2024
Workforce Development
Scholarship | 2025
SFPC Scholarship | 2026

EXPERIENCE & WORK |

SOCIAL MEDIA SPECIALIST

[Techno Club](#) | 2024 – Present

- Produced over 20 social media campaigns across multiple platforms to increase audience engagement and brand visibility.
- Increased social media following by 60% within one year through strategic content creation & audience engagement.
- Coordinated with event organizers and stakeholders to promote club events.

GRAPHIC DESIGN & MARKETING INTERN

[wonderhorse](#) | 2024

- Assisted in the production of visual marketing campaigns for digital and print platforms.
- Contributed to brand development, content planning, and marketing strategy discussions.

GRAPHIC DESIGNER & SOCIAL MEDIA CONTENT CREATOR

[University of Minnesota Duluth Office of Diversity and Inclusion](#) | 2023 – 2024

- Generated digital and print marketing materials including social media graphics, promotional assets, and event advertising.
- Delivered visual content supporting campus programs, outreach efforts, and community engagement initiatives.
- Partnered with staff to execute creative campaigns and marketing initiatives.

SOUND TECHNICIAN & RADIO HOST

[PBS North 103.3 FM](#) | 2023 – 2025

- Hosted radio programming while overseeing audio production and broadcast operations.
- Promoted station programming through on-air communication and audience engagement efforts.
- Strengthened storytelling, public speaking, and multimedia production skills through live broadcasting.

EDUCATION |

Bachelor of Fine Arts (BFA), Graphic Design | University of Minnesota Duluth

User Experience (UX) Foundations Certificate | Coursera

Fine Arts & Design Coursework | National Academy of Design | New York, NY