



Sophie Radley

DIGITAL MEDIA DESIGNER

CONTACT

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 Hertfordshire.

SKILLS

- Adobe Creative Suite.
- Asset, time, & project management.
- Portrait Photography.
- Client communication.
- Basic C# script.
- User Experience (UX) & User Interface (UI) design.
- Knowledge of industry, and social media trends.
- Commercial awareness: marketing trends and strategies.

AWARDS

National Citizen Service (July 2017).
Collaborating within a new team for 3 weeks, carrying out activities and tasks. This involved a team-building week in Kingswood and giving back to the community, raising approximately £230 for the charity 'Doctors Without Borders' by coordinating and managing a raffle and bake sale.

Trinity College London (October 2016)
Grade 1 Drum kit - Distinction.

SUMMARY

A current student studying a Master's degree of Graphic Design and Branding at The University of Hertfordshire, set to graduate in the summer of 2026. Skilled in using Adobes Creative Suite, research/data collecting, and visual communications with the target audience always in mind. Seeking roles within Graphic Design and Marketing.

EXPERIENCE

University projects (2019 - 2022, 2025 - Present).

- Designed digital and print graphics using Illustrator, Photoshop, and InDesign, alongside developing functional pages in Unity Game Engine, Figma, and Wix.
- Ensured cohesive cross-media experiences through pre-production processes of storyboarding, sketching, user journey mapping, and wireframing.
- Applied knowledge of layout, typography, and visual storytelling to deliver creative solutions that enhance brand aesthetics.

Freelancing Graphic Design and Photography (2022 - Present):

- **Portrait and profile photography (June 2024)** - Using a DSLR Canon M50 camera, then editing within Photoshop and elevate the clients' profiles. With a friendly yet professional manner leads to increased satisfaction, referrals, and repeat customers.
- **Brand management, Swift Property Solutions (May 2024)** - Reflecting company values and guidelines to ensure brand consistency. Producing 8+ logo concepts and merchandise mock-ups for social media and print. Suggesting design strategies that could reduce the costs for the client, while improving readability.
- **Personal projects** - Ideating, developing, and executing own projects. Implementing user-centred designs and utilizing knowledge to construct visually appealing images and interactive elements for portfolio work. Including asset creation, product packaging, and mock-ups.

EDUCATION

September 2025 - 2026

**The University of Hertfordshire,
Hatfield.**

Graphic Design & Branding (MA)

Master's degree TBC.

September 2019 - 2022

**The University of Hertfordshire,
Hatfield.**

Digital Media Design (BA)

Bachelor's degree with a pass of 2:1

September 2017- 2019

The Priory School, Hitchin

A-Levels:

Media Studies: C

Economics B: E

Sociology ADV: C

September 2012 - 2017

The Priory School, Hitchin

GCSE:

English Literature & Language: 4

Maths: 5

Science Core: C

Additional Science: B

Music: C

Computer Science: C

History: C

Religious Studies (Short Course): C

BTEC Business: M2

REFERENCES

Cate Brown - Well Polished

Current employer

WORK EXPERIENCE

Viacom (2018), Camden, London.

Work placement within the production team for MTV for 3 days, supporting the budgeting team and assisting with scheduling and organisation. On the last day, getting an insight into the digital media team, observing filming and creation of GIFs and posters for social media. This experience provided inspiration to pursue a career in media.

Cancer Research UK (2017), Hitchin.

Volunteering at Cancer Research UK involved communicating with 20+ customers a day and organising stock; giving insight into a small retail shop.

Willmott Dixon (2016), Letchworth.

A 2 day work placement on how the accounting side of the business runs day to day. This was a good experience to find out how a contracting business runs and operates. Learning data analysis and using Excel spreadsheets.

EMPLOYMENT

Pet Care (August 2022 - Present).

Part-time pet sitting and dog walking. Finding clients through an app called Rover, with 20+ 5-star reviews and a higher response rate than 40% of sitters in the area. Using skills acquired at university to capture and edit high-quality photographs of clients' pets.

Cleaner (October 2022 - Present).

Self-employed cleaning for Well-Polished in Hitchin. Building trust and strong client relationships by delivering high standards across 2-3 properties a day within a short timeframe, showing the ability of working well under pressure and still pay great attention to detail.

Customer Service:

- **Streamline catering** - Food and drink trucks at festivals such as; Boardmaster Festival, Cornwall (August 2018) and Nass Festival, Bristol (July 2019). Constantly interacting with hundreds of customers, preparing the food, cash handling, and cleaning.
- **McMullen's, The Angels (November 2017 - April 2019)** - In Hitchin as front-of-house staff. Improving communication and adaptability skills.