SOFIA POZZO

Human Centered Design & Engineering Senior. Graphic Designer, Brand Designer, and Illustrator.
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EDUCATION

University of Washington
BS in Human Centered Design & Engineering (HCDE), Minor in Digital & Experimental Arts (DXARTS)
3.9 GPA | Dean's List 2023-Present | Expected Grad: June 2027
Relevant Coursework: Visual Communication, Interactive Systems Design, Foundations in HCDE I & II, Inclusive Design, User Experience Prototyping, Web Technologies

SKILLS & CERTIFICATIONS

Software: InDesign, Illustrator, Figma, Procreate, DaVinci Resolve, Blender, Maya, SolidWorks
Programming: Python, HTML, CSS
Languages: English (Native), Spanish (Native)

WORK EXPERIENCE

Freelance Visual Design | *Black Gallina* *Apr 2026 - May 2026*
- Designed a 15+ page tax guide and 2 tax calendar rack cards, distributed to Seattle businesses
- Designed layout, typography, and stylization, all within brand design guidelines
- Made custom illustrations to deliver on playful and approachable design goals

Graphic Designer & Cafe Barista | *Spinnaker Chocolate* *Jun 2025 - Present*
- Designed packaging for a holiday chocolate bar, including creating a custom vector illustration
- Designed 6 menus, 2 signs, and 5 community event posters for promotional purposes
- Provided quality customer service in taking orders, making drinks, and providing retail service

Freelance Motion Graphic Design | *Ask Captain Scott* *Jun 2026 - Present*
- Created motion graphics to augment instructional videos

PROJECT & VOLUNTEER EXPERIENCE

Media Lead | *UW Husky Jam* *Jun 2026 - Present*
- Leading visual design, marketing, and media documentation of UW Husky Jam's 2026-2027 shows

Set Design Lead | *UW Husky Jam* *Oct 2024 - Jun 2026*
- Designed and decorated stages and venues 3 times a quarter, within tight budgets
- Contributed to designing the visuals for each show, including marketing and merch

Sprout Indie Music Festival | *Visual Communication Class Project* *Mar 2025 - Jun 2025*
- Designed the festival's visual identity, including a poster and signage, and designed a custom app
- Conducted competitor analyses and mapped customer journey based on user interviews

The Current | *Foundations in HCDE I & II Class Project* *Sep 2025 - Mar 2026*
- Designed a website in a team of 4 to improve access to resources for international students
- Built personas, created a user journey map, and developed prototypes informed by usability tests
- Created design components for the website, following UW's design system

Researcher & Designer | *Mary Meyer Adaptable House Project* *Nov 2023 - Apr 2025*
- Designed 5 pieces of accessible furniture for users with limited mobility, from concept to 3D model