

info

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Languages: English, Italian

Nationality: Italian

Current Location: Milano

Linkedin:
<https://www.linkedin.com/in/sofiaaronov/>

Portfolio:
<https://www.sofiaaronov.com/>

Competences:

Adobe Suite: Illustrator, Photoshop, Premiere, After Effects, InDesign. SketchUp, Cinema 4D, Enscape, Keyshot, Miro, Keynote, Powerpoint, Figma

Skillset:

Creative direction, art direction, leadership, mentoring, managing, strategy, decision making, budgeting, branding, brand marketing, consumer experiences, experience design, physical experiences, spatial design, retail design, industrial design, product design, digital experience, user experience, interactive design, UX/UI, graphic communication design, 3D modelling, rendering, augmented reality, virtual reality, game design, new technologies, copy writing, design thinking, mood board, storyboard, illustration, video editing, 2D animation, 3D animation, UX/UI, product design, service design, qualitative research, quantitative research, data analysis and visualization, heuristic evaluation, benchmarking, user journey, service blueprint, interactive prototyping

skills

work

May 2023 - Present
Creative Director & Experience Designer
Jack Morton (Freelance)

November 2022 - May 2023
Senior Designer (Full Time)
Bain & Company, Innovation & Design Milan

July 2022 - November 2022
Creative Director (Contractor)
Superbien, Immersive & Interactive team Paris

- Directed conceptualization, pitch, design and production of immersive and interactive experiences for brands like Tiffany Co., Keith Haring Foundation, Spotify and Cartier worldwide
- Focus on customer flow, brand experience, exhibition design, launch events spatial design and programming, with a technical focus on hyperrealistic renderings, 3D modeling, 2D and 3D graphic design.

July 2021 - June 2022
Associate Design Manager (Full Time)
Brand Experience, Energy Portfolio
PepsiCo, New York

- Led all experience strategy and design for the full PepsiCo Energy drinks portfolio, directing and developing major consumer experiences, retail design, sampling events and influencer kits.
- Acted as a leader and a proactive teammate, pitching out-of-the-box, consumer-centric solutions, taking risks to produce bold campaigns that effectively executed brand objectives while asserting the team's authority to internal and external stakeholders.
- Technical skills and leadership attitude earned the support of cross functional stakeholders, which resulted in securing budgets spanning from \$ 20K to \$ 1MM.
- Directed complex production pipelines, collaborating with 15+ internal teams and managing design and production agencies.
- Developed a wide, cross functional network by fostering ownership and self-expression, acting as a mentor and a loyal team player.

work

January 2020 - July 2021
Senior Experience Designer (Full Time)
Global Brand Experience, PepsiCo, New York

- Conceptualized, designed and produced 30+ campaigns for 11+ PepsiCo brands globally, spanning from sampling activations, interactive experiences, educational installations, retail design, interior design, product design, immersive shows and architectural builds.
- Used technical knowledge to visualize concepts through sketches and moodboarding, and delivered polished, engaging 3D models and renderings, with a strong focus on user experience and flow.
- Expanded knowledge of business strategy by collaborating with marketing teams, and refining managerial approach by directing countless external agencies and vendors.
- Technical competence helped sell winning concepts across internal and external stakeholders, empowering in-house design and execution culture that resulted in \$ 1MM+ savings across 2 years.

June 2019- January 2020
Senior Experience Designer (Full Time)
Fake Love - The New York Times - New York

- Oversaw the art direction, strategy and design for successful projects for brands like Dyson, Adidas, Nordstrom, Shell and Costa Rica tourism, with budgets spanning from \$ 100K to 600K per project.
- Directed and presented strategic decks to clients and managed external agency vendors for the production and fabrication of complex set design, retail displays, and augmented reality installations combining digital and physical components.

June 2018 - June 2019
Creative (Full Time)
Fake Love - The New York Times - New York

June 2017- June 2018
Junior Creative (Full Time)
Fake Love - The New York Times - New York

work

March - June 2017
Internship- Creative / Art
Fake Love, The New York Times
New York

- Focus on advertising and design

June - August 2016
Internship- Brand Design
Scatter.nyc, New York

- Focus on branding and visual identity

May - July 2012
Internship - Creative / Art
Ogilvy & Mather, Milan

- Focus on advertising concept development

education

2015 - 2017
MFA Design & Technology,
Parsons, NYC

2012 - 2015
**BA Graphic Design
& Moving Image,**
Central Saint Martins, London

2011 - 2012
Foundation Diploma
Central Saint Martins, London