

info

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Languages: English, Italian
Nationality: Italian
Current Location: NYC

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

skills

Competences:

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

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, prototyping, copy writing, design thinking, research, mood board, storyboard, illustration, video editing, 2D animation, 3D animation.

work

July 2021 - Present

Associate Design Manager
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.

January 2020 - July 2021

Senior Experience Designer
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.

work

June 2019- January 2020

Senior Experience Designer
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.
- Expanded technical skills in order to deliver photo-realistic 3D renderings and shop drawings which streamlined the production process across internal and external stakeholders.

June 2018 - June 2019

Creative
Fake Love - The New York Times - New York

- Conceptualized winning creative concepts and designed interactive experiences, augmented reality platform and retail displays for 20+ brands across retail, fashion, beauty, culture, tech, and big data.
- Collaborated with copywriters, creative technologists, producers, and fabrication shops to bring to life multi-media installations with focus on innovation and technology.
- Designed complex presentations delivering strategic thinking and design excellence through sketches, mood boards, storyboards, 2D graphics, data vis and copy writing.

June 2017- June 2018

Junior Creative
Fake Love - The New York Times - New York

- Collaborated with a team of copywriters in a highly fast paced environment to conceptualize and design creative pitches for 30+ projects, including 2D graphics, concept art, sketches and mood boards.

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