



SOFIA DREYSE
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RECENT WORK EXPERIENCE

Graphic Designer and Illustrator

Sofia Dreyse · Self-employed

11/2018 - Present · Sydney, Australia

- Designed and developed illustrations across various materials, including handmade ceramics, paper, canvas, and digital platforms.
- Development and execution of marketing and social media campaigns.
- Maintained a keen eye for detail and quality assurance throughout the creation process.
- Exhibited the ability to communicate effectively with the different stakeholders involved in the process.

Graphic Designer

Fraunhofer Chile Research · Freelance

03/2021 - 03/2023 · Santiago, Chile

- Displayed skills in creating visually appealing marketing collaterals, including corporate brochures and banners, to effectively communicate the vision and objectives of the organization.
- Accomplished the design and development of annual reports, demonstrating proficiency in crafting visually compelling layouts and incorporating strategic elements. Successfully aligned design aesthetics with organizational branding and style guidelines, contributing to the effective communication of key information.
- Collaborated with clients to understand their vision, objectives, and feedback, and incorporated these insights into the design process.

Head Graphic Designer

Faculty of Engineering and Science of Adolfo Ibañez University · Contract

03/2021 - 01/2023 · Santiago, Chile

- Created visually appealing and engaging designs for various types of internal and external communications, such as mailings, social media, marketing collaterals, presentations, and editorial.
- Developed and designed sub-brand identities that aligned cohesively with the organizational brand, conforming to prescribed style principles.
- Oversaw the entire design process, ensuring each project aligned with established standards and objectives.
- Provided a professional and creative vision to design projects, infusing innovation and strategic thinking into the visual elements.
- Collaborated with different faculty departments to meet their requirements and delivered designs that aligned with organizational branding and style guidelines.

Graphic Designer

Business School of Adolfo Ibañez University · Freelance

06/2021 - 09/2022 · Santiago, Chile

- Developed and designed different marketing collaterals, including annual reports, brochures, presentations, ensuring alignment with organizational branding and style guidelines.
- Created and designed sub-brand identities that aligned cohesively with the organizational brand, conforming to prescribed style principles.
- Effectively communicated to understand and interpret client and project requirements, as well as conveyed design concepts and choices.

Graphic Designer

Tactica Consultores · Freelance

03/2021 - 06/2021 · Santiago, Chile

- Developed and designed a digital document with the company profile using infographics and other visual elements to simplify complex information, making it more attractive and engaging to the audience.
- Brought a professional and creative vision into the design process, infusing innovation and strategic thinking into the visual elements.
- Worked closely with clients to understand their goals, vision, and feedback by integrating them into the design process.

Graphic Designer

Self employed · Freelance

03/2017 - 03/2020 · Sydney, Australia

- Collaborated closely with clients and organizations to conceptualize, create, and develop diverse branding initiatives, marketing materials, social media graphics, and editorials.
- Engaged in comprehensive design processes, ensuring alignment with clients' objectives and brand standards for impactful visual communication.
- Effectively communicated and collaborated with clients and organizations to understand their visions and goals.
- Adapted designs to suit diverse industries, clients' preferences, and evolving design trends.

Workshop Facilitator

Self employed

12/2017 to 12/2019 · Sydney, Australia

- Organized and facilitated hands-on workshops as a carving and printing technique instructor.
- Guided participants in the creation of personalized stamps and the hand-printing of fabrics, fostering a collaborative and engaging learning environment.
- Demonstrated effective organizational skills and a commitment to promoting creative skills development.

Volunteer

The Rizzeria

03/2018 - 12/2018 · Sydney, Australia

- Provided support to clients throughout the printing process, offering assistance and guidance.
- Collaborated in diverse activities, including workshops, exhibitions, and sales.

Stockist

The Tribe

12/2017 - 04/2018 · Sydney, Australia

- Crafted, developed, and designed a personal brand of handmade products, emphasizing hand-printed products such as cushion covers, wrap cloth, and plant pot covers.
- Engaged in comprehensive development, creation, and design of hand-printed products, combining artistic expertise with meticulous craftsmanship to produce unique and visually compelling textiles.
- Selected and sourced quality materials that enhanced the overall appeal and durability of handmade products.
- Built relations with local artisans, suppliers, and collaborators to enhance products.

Head Graphic Designer

Faculty of Engineering Pontifical Catholic University of Chile · Contract

05/2016 - 12/2016 · Santiago, Chile

- Professionally managed the creation of digital and printed designs for the faculty, overseeing projects ranging from annual reports and catalogues to banners and newsletters.
- Demonstrated the capability to effectively visualize data and complex information through graphic design.
- Effectively managed multiple design projects simultaneously, prioritizing tasks to meet deadlines for various engineering departments and faculty activities.

Graphic Designer (Working Holiday Australia)

Faculty of Engineering Pontifical Catholic University of Chile · Freelance

10/2014 - 04/2016 · Sydney, Australia

- Proficient in creating visually appealing and impactful graphic materials, including brochures, catalogues, and various collateral items.
- Applied the ability to approach design challenges with innovative and creative solutions, ensuring effective communication of complex information.
- Demonstrated capability in aligning designs with brand guidelines, maintaining consistency across various materials.

Head Graphic Designer

Faculty of Engineering Pontifical Catholic University of Chile · Contract

02/2012 - 10/2014 · Santiago, Chile

- Directed the comprehensive development of digital and printed designs for the faculty, encompassing magazines, catalogues, banners, newsletters, and more.
- Demonstrated responsibility in supervising adherence to the style guide and ensuring precise visual editing on the broad identity.
- Exhibited skill in using design elements to tell a compelling visual story, particularly in materials like magazines and presentations.
- Efficiently managed design projects, ensuring timely delivery and coordination with different engineering departments and faculty activities.

Graphic Designer

SIRVE · Freelance

02/2012 - 12/2014 · Santiago, Chile

- Responsible for the development of collateral marketing such as brochures, catalogs, and magazines for the dissemination of its technology abroad.
- Designed and developed presentations for use in seminars and conferences abroad.
- Demonstrated the ability to adapt design styles to suit different materials, audiences, and cultural contexts, ensuring relevance and impact.
- Maintained consistency with organizational branding and style guidelines across diverse design materials to reinforce a unified visual identity.

Head Graphic Designer

Happyland · Contract

01/2009 - 12/2011 · Santiago, Chile

- Proficient in creating diverse printed graphics, including game cards, catalogues, posters, flyers, invitations, and banners.
- Skilled in the design of web materials, such as newsletters, flyers, and banners, ensuring a harmonious online presence.
- Led and supervised the development of graphic design for 27 entertainment centers, showcasing effective project management skills.
- Approached design challenges creatively, finding effective and innovative solutions to meet project objectives.
- Communicated effectively and collaborated with team members and stakeholders, translating their vision into impactful design solutions.

Graphic Designer

GlobalCare · Freelance

03/2009 - 08/2011 · Santiago, Chile

- Created and designed sub-brand identities that aligned cohesively with the organizational brand, conforming to prescribed style principles.
- Designed different marketing collaterals, including brochures, catalogues, ensuring alignment with organizational branding and style guidelines.

Graphic Designer

Intelligent Nutrition · Freelance

03/2009 - 12/2010 · Santiago, Chile

- Developed and designed different marketing collaterals, including brochures, catalogues, and digital design, ensuring alignment with organizational branding and style guidelines.
- Employed effective communication with stakeholders, translating their vision and objectives into impactful design solutions.
- Demonstrated proven ability to manage the entire design process, ensuring timely delivery and alignment with project objectives.

EDUCATION

2003 - 2008 Bachelor of Design, Pontifical Catholic University of Chile.

OTHER COURSES

2023 - 2024

Diploma in Business

International House Business College
Sydney, Australia

2019

Certificate IV in Business

International House Business College
Sydney, Australia

2018

Diploma in Marketing and Communication

Australian Pacific College
Sydney, Australia

2017

Certificate IV in Marketing and Communication

Australian Pacific College
Sydney, Australia

DIGITAL SKILLS

- Adobe Creative Cloud
- Procreate
- Trello | Slack
- Microsoft 365

OTHER SKILLS

- Illustration
- Watercolour
- Ceramic
- Risograph
- Fabric printing
- Stamp carving

LANGUAGES

- English (Upper Intermediate)
- Spanish (Native Speaker)