



Sophie Moore

Designer, Writer +
Photographer.

CONTACT

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SKILLS

InDesign
Photoshop
Lightroom
Premiere Pro
Illustrator
SketchUp
AutoCad
3DS MAX
Procreate
iMovie
SquareSpace
Photography
LinkedIn

INTERESTS

photography
graphic design
illustration
interior design
visualisation
reading
writing
journalism
content creation
videography

REFERENCES
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Hi! I'm Sophie, a graduate of Interior Environmental Design from the University of Dundee, now living in Copenhagen. I am a keen photographer, writer and designer with a wide range of skills. My strengths lie in bringing stories and designs to life, through photography, writing and design. I am experienced in content creation and writing, as well as design based journalism. I thrive in supporting others, sharing my skills, doing everything possible to help them reach their full potential.

find my work at : www.theauthenticityproject.co.uk

EDUCATION

University of Dundee: BDes(Hons) Interior Environmental Design 2016-2020.

Glasgow Clyde College: HNC Art & Design 2015-2016

The High School of Glasgow 2010-2015

EXPERIENCE

Creative - We Are Formless

As a member of the We Are Formless team I have been involved in creating an open and welcoming space for our community, organising events, creating online content for our community membership and researching the practicalities involved to bring our ideas to life. I have contributed photography, videography, graphic design and written content as well as being actively involved in the future plans for the organisation.

Freelance Photographer - Bornholm Kombucha

I have provided my photographic knowledge and services on several occasions to promote the brand owned by Nordic Fermentation's founder Malene Rossil. I attended events such as Roccamore Festival and Aarstiderne's Høstmarked, collecting content of the event and the products and assisting Malene tell the story of the company to intrigued customers.

Sales Assistant - Zara Inditex

I currently work in Zara on Strøget as a sales assistant, contributing to the general maintenance of a positive customer experience within the store. I make sure to welcome everyone I encounter in the store, making sure the customers are aware I am available to assist them and doing my utmost to do what I can to deliver on what they need when they do ask for help. I have been commended on my customer service skills on several occasions.

Content Journalist Intern - WebAmp

I interned at WebAmp as a content journalist, interviewing inspiring business owners and creating written content about their stories. My time at WebAmp gave me valuable insight



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into various business structures, the importance of building a positive company culture as well as being hugely inspired by the stories of the people I was interviewing that depicted their journeys from an idea to a successful business.

Campus Ambassador - UOD - Part Time

I frequently represented the university at events such as Open Days and UCAS interviews by running tours of the facilities, informing potential applicants to the art school and the interior environmental design department more specifically of what it is like to study there and what they can expect from the course and the university experience as a whole.

ACES Ambassador - ACES Tayside - Part Time

As an ACES Ambassador I helped run workshops and portfolio development sessions with High School students who are in the process of applying to art school, assisting them to show their work and themselves in the best light in order to give them the best possible chance of successfully gaining an offer on their chosen course.

Graphic Designer - Fit4evermore - Freelance

Content creation and web design for Personal Training company Fit4evermore, based in Ayrshire, Scotland. Photography and graphic design, including the cover for their book, Moving More.

Sales Assistant - Amor Cashmere and Tweed - Full Time

I worked as a sales assistant between two stores in St Andrews owned by the same family, selling souvenirs and high quality cashmere and tweed products. During my time at the Scottish Shop I undertook the task of updating their stock database to ensure it reflected what they currently had in stock and sourcing the correct imagery from retailers to be displayed on the website. I assisted customers from all over the world, helping them pick out the perfect items to help them remember their time visiting Scotland. I spent time with the customers talking to them about their heritage, finding the links to Scottish Clans in order to select their own family tartan patterns from our range of souvenirs. I was trusted to open up and close the shop, cashing up the cash registers and recording the takings for each day. I also undertook a complete reorganisation of the stock room to assist my co workers in finding the products they were looking for as quickly as possible to help in the efficient running of the store during the busy summer tourist season.