

**SOPHIA RICHARDSON**

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**EDUCATION**

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**University of North Texas**

*Bachelor of Science in Project Design & Analysis*

Courses: Design Thinking, Design Principles, Communication Design, Project Management, Marketing

**Denton, TX**

*May 2023*

**EXPERIENCE**

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**Merchandising Intern | Dallas Rugs**

*August 2022 – Present | Dallas, TX*

- Strategically using design principles to arrange merchandise to look aesthetically pleasing.
- Maintaining and tracking inventory using Access and reported findings and inconsistencies of information.
- Sync online inventory and in-store inventory using Wordpress and created QR codes for customers to easily view products.
- Reviewing customer feedback to brainstorm new merchandise ideas and improve existing products.

**Designer | empathIQ**

*March 2022 – May 2022 | Frisco, TX*

- Utilized the Adobe Creative Cloud suite of applications (Illustrator, InDesign, XD, and others) to create print and web pieces for design workshops.
- Used the Wordpress content-management system to edit and design new web pages.
- Worked with creative personnel to establish and create designs related to brand and communications.
- Consulted on tone, style and subject matter, driving layout and design.

**Retail Sales Supervisor | Papaya Clothing**

*September 2021 – November 2021 | Grapevine Mills, TX*

- Utilized design thinking in-store layout and product advertisement improving profitability driving customer engagement.
- Mentored three employees and developed management skills of POS systems and used strategic thinking to increase store efficiency and profitability.

**ACTIVITIES AND PROJECTS**

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**Team Lead | Improving Balanced Scorecard**

*September 2021 - December 2021*

- Led a team of 5 in partnership with the IT consulting firm, Improving, to assess their balance scorecard and how they measure success.

**Designer | Sam's Club Innovation Jam 2022**

*January 2022 - May 2022*

- Worked with a team of 5 in partnership with Sam's Club and UNT to find areas of opportunity in the pet category and improve on them.
- Used Design Thinking exercises to help ideate and improve quality of ideas.
- Created a working app prototype for pet owners to make personalized pet profiles.

**Lead Designer & Student Researcher | Taste of Success - City of Frisco**

*August 2020 – April 2021*

- Worked with a team of 5 in partnership with City of Frisco to help advance the implementation process of improving restaurant health scores.

**SKILLS**

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- Applications: Canva, MS Office Suite, Figma, Procreate, Adobe Suite, Wordpress, Wix
- Languages: English (native), French (conversational)