

**SOPHIE** PORTFOLIO

GRAPHIC DESIGN  
UI/UX DESIGN  
PHOTOGRAPHY

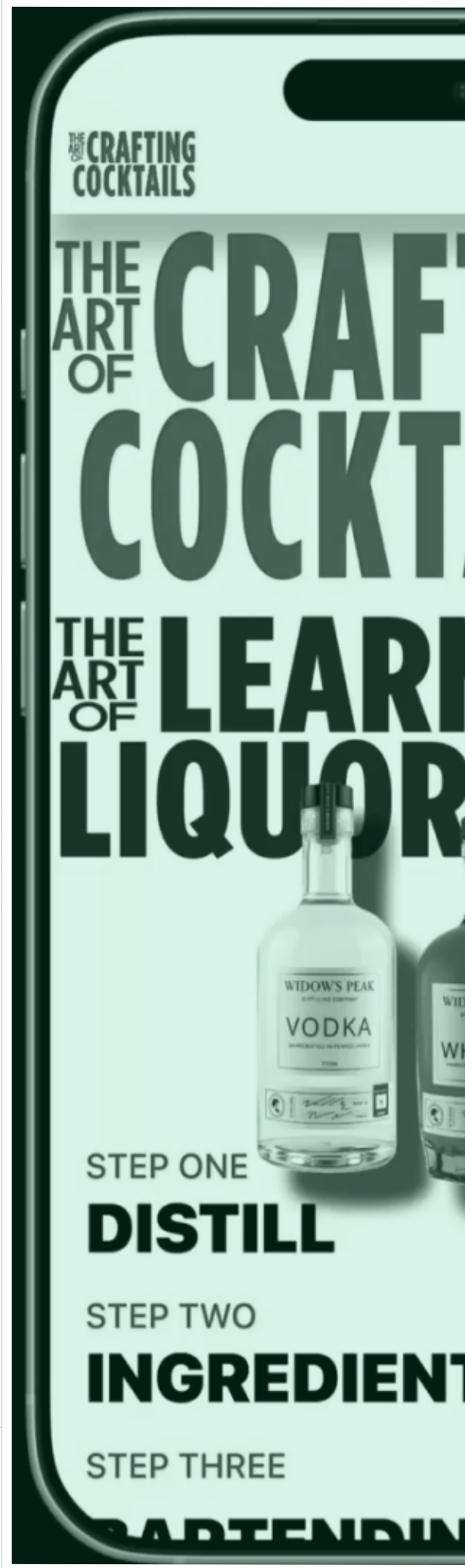
**FREESTON**

**PHOTO  
GRAPHY**



3

**UX/UI  
DESIGN**



5

**CONTENT  
CREATION**



7

**POSTER  
DESIGN**



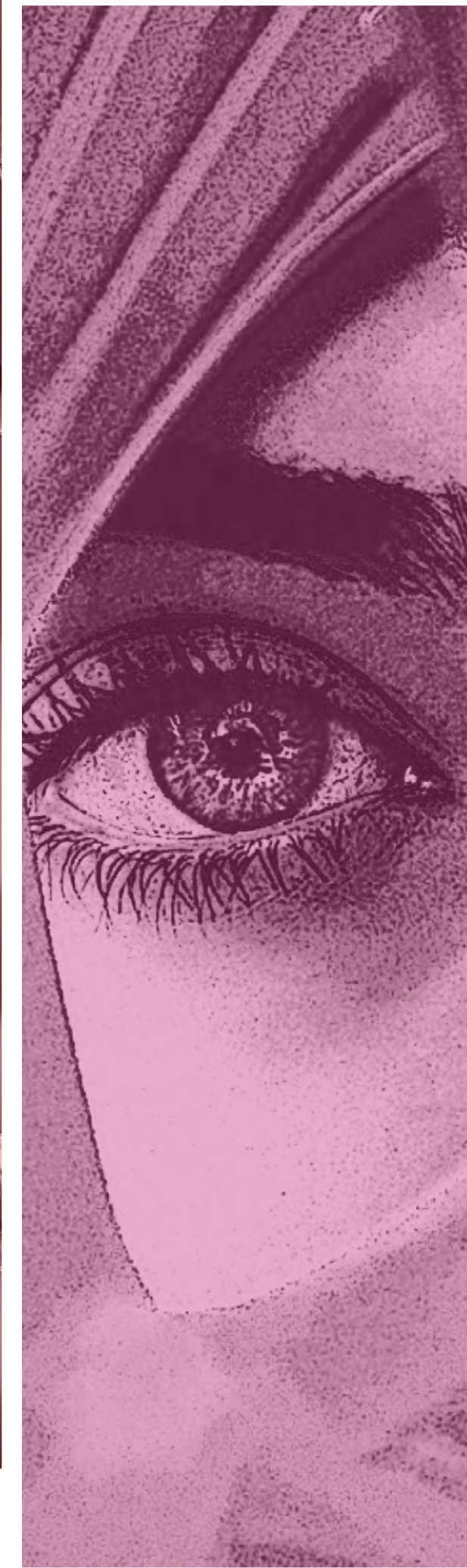
8

**EXHIBIT  
DESIGN**



12

**PUBLICATION  
DESIGN**



14

**PACKAGE  
DESIGN**



18

**LOGO  
DESIGN**



20



## Freelance Photography

Experience with event, product, landscape, and portrait photography.

### SKILLS

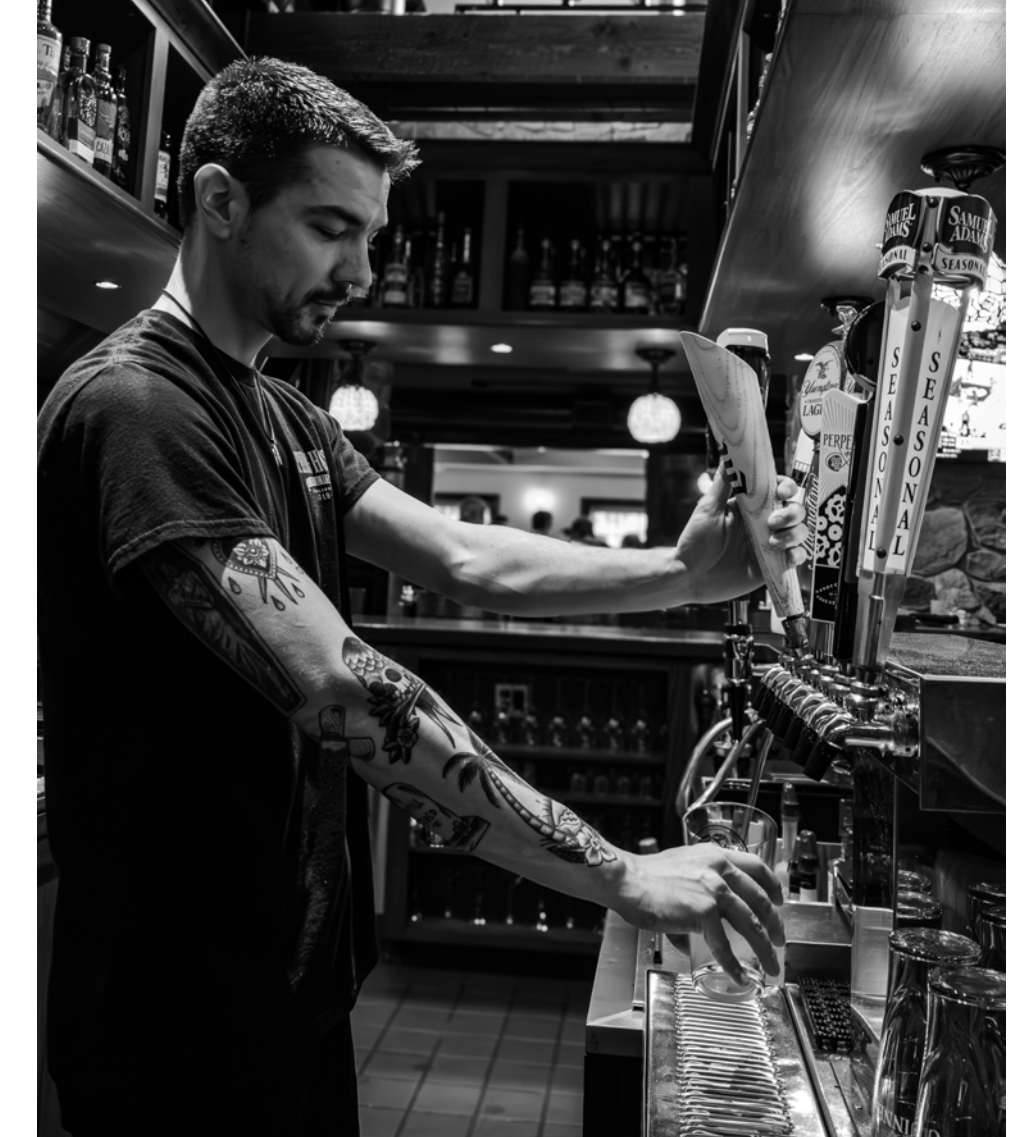
Photography

Retouching

### SOFTWARE

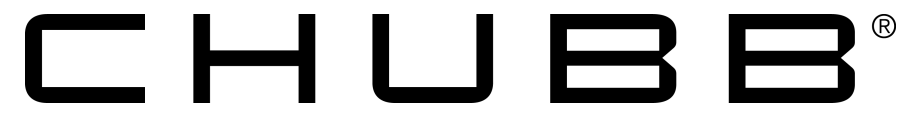


PORTRAITS



PRODUCTS





# Chubb Insurance + Scotia Bank Coverage Plan

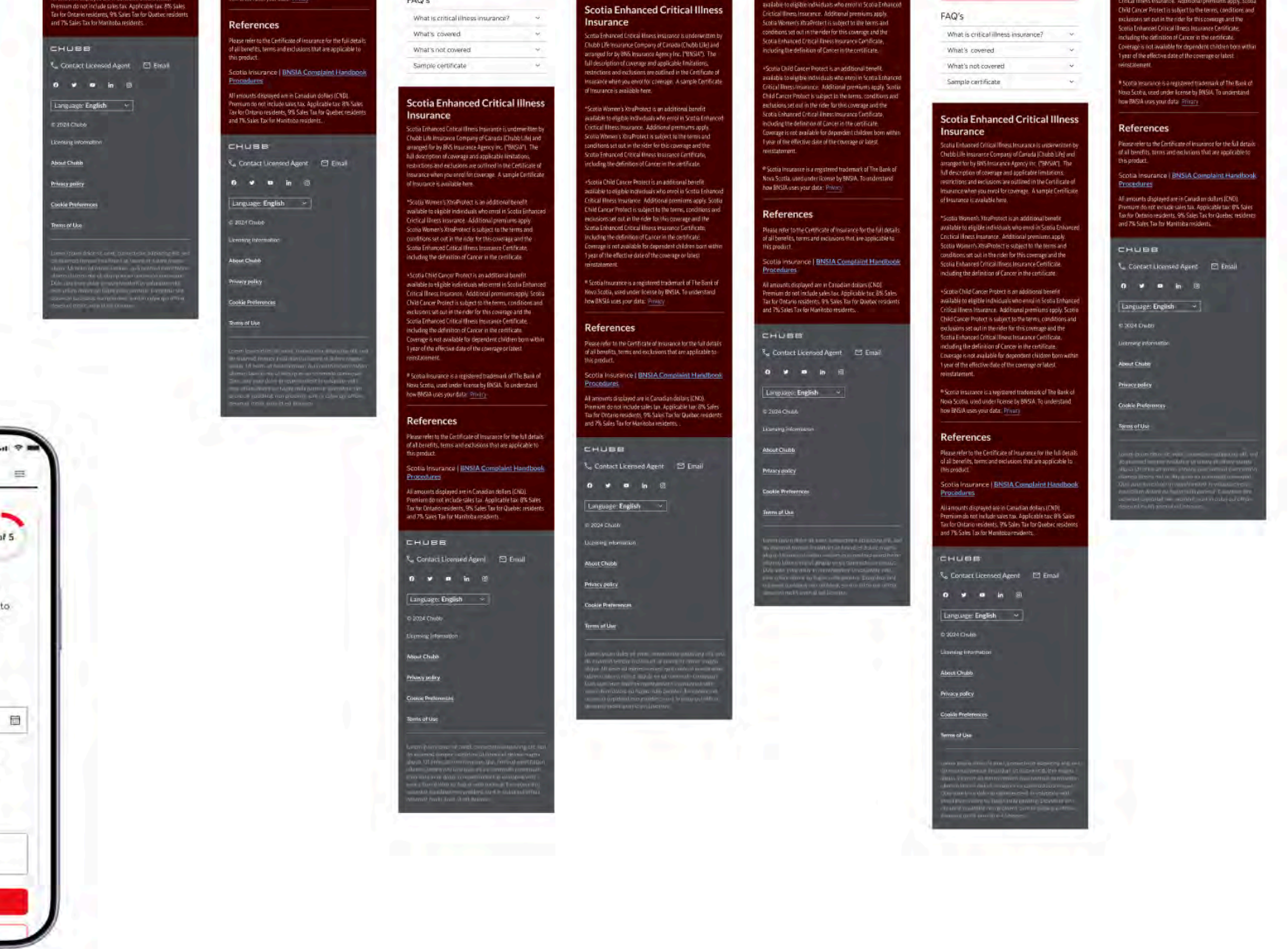
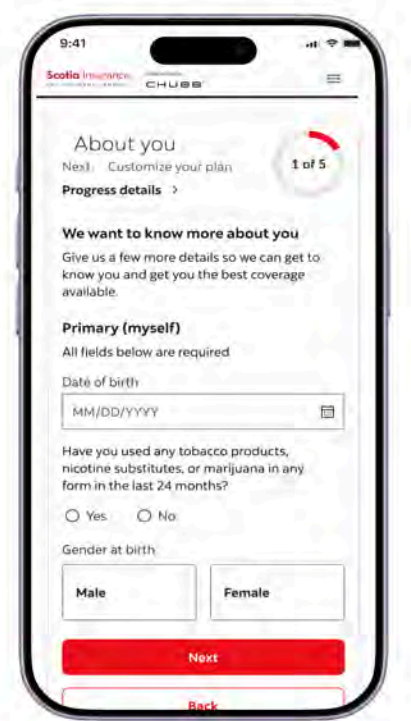
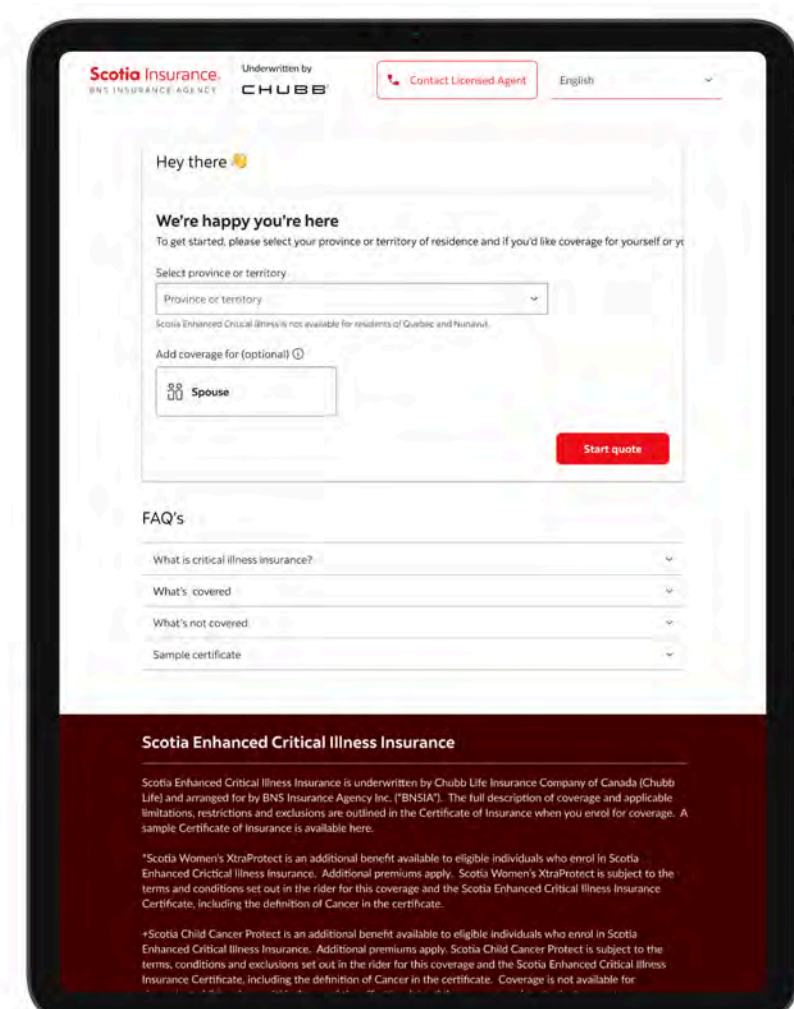
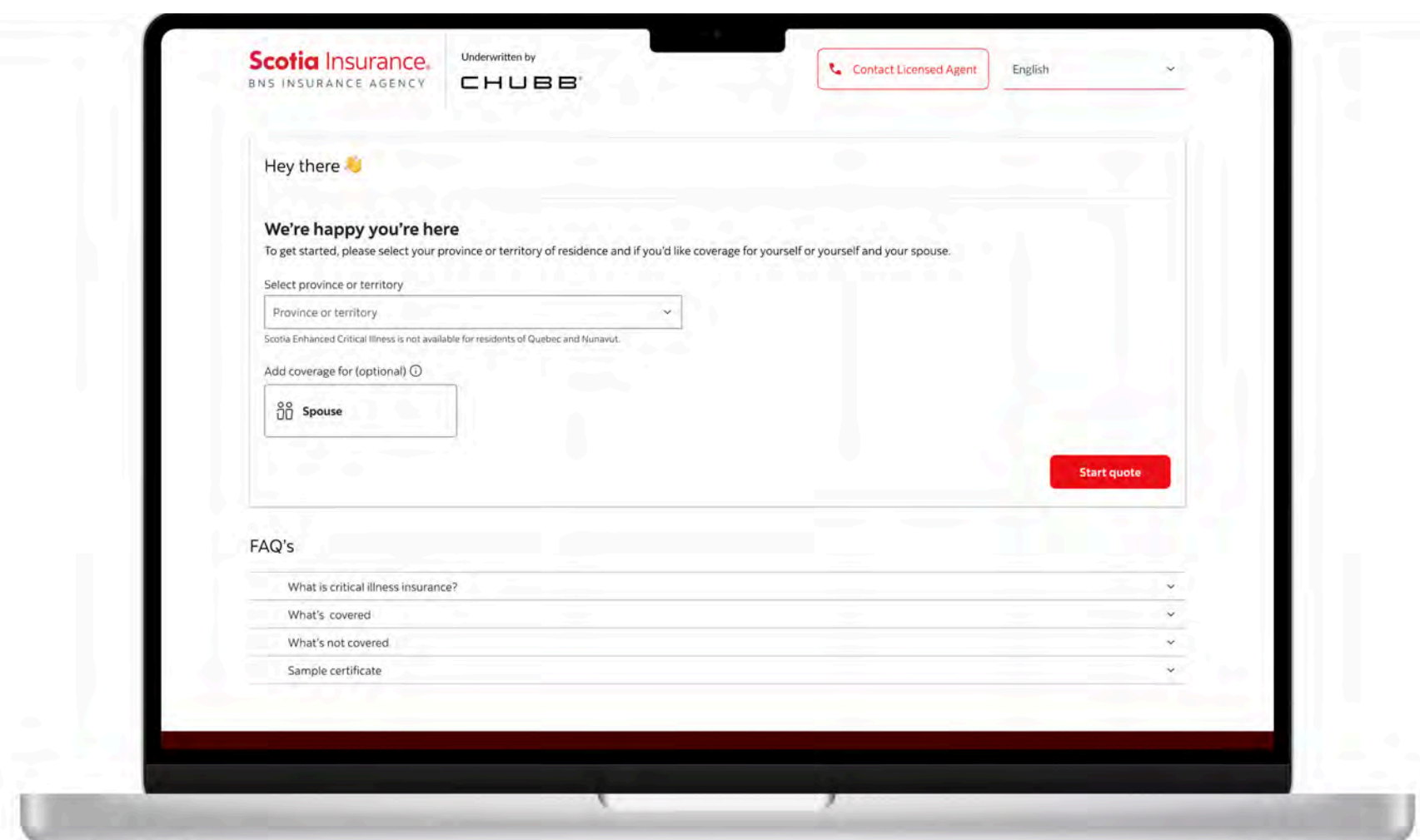
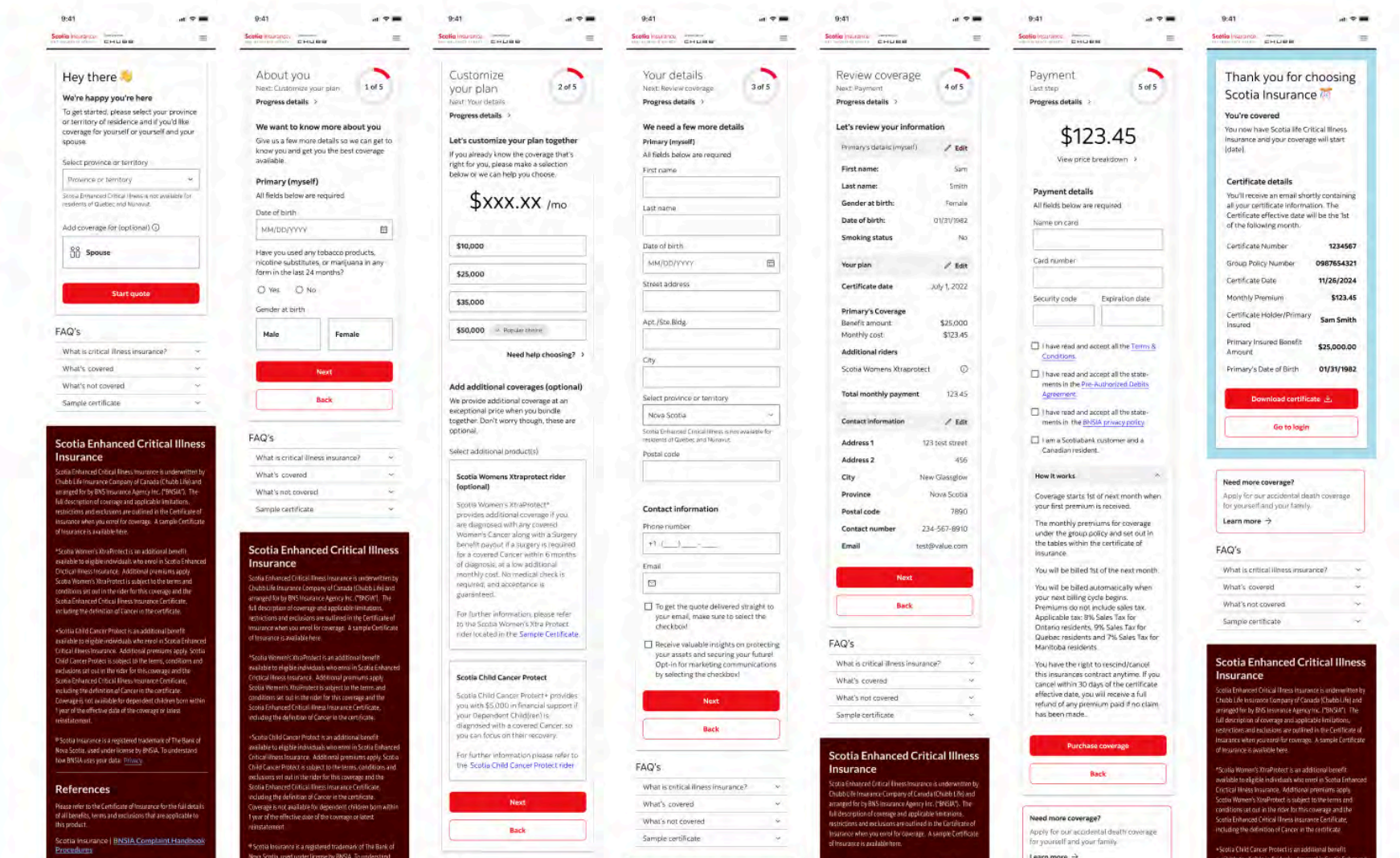
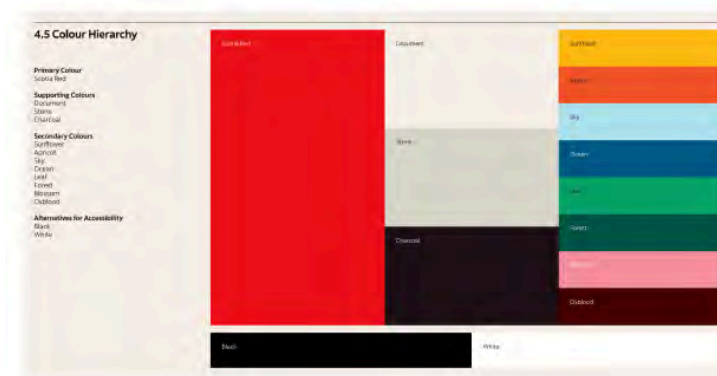
- Paid 6 month internship
- fully prototyped and responsive flows for Scotia Bank customers setting up a coverage plan with Chubb Insurance

## SKILLS

UX/UI Design

Graphic Design

## SOFTWARE:



## The Art of Learning Liquor Experience

- Senior Capstone Project
- fully prototyped and responsive flows that takes the user through the process of distilling liquor and bartending
- this digital experience includes step by step lessons and a menu of recipes to show off all you've learned

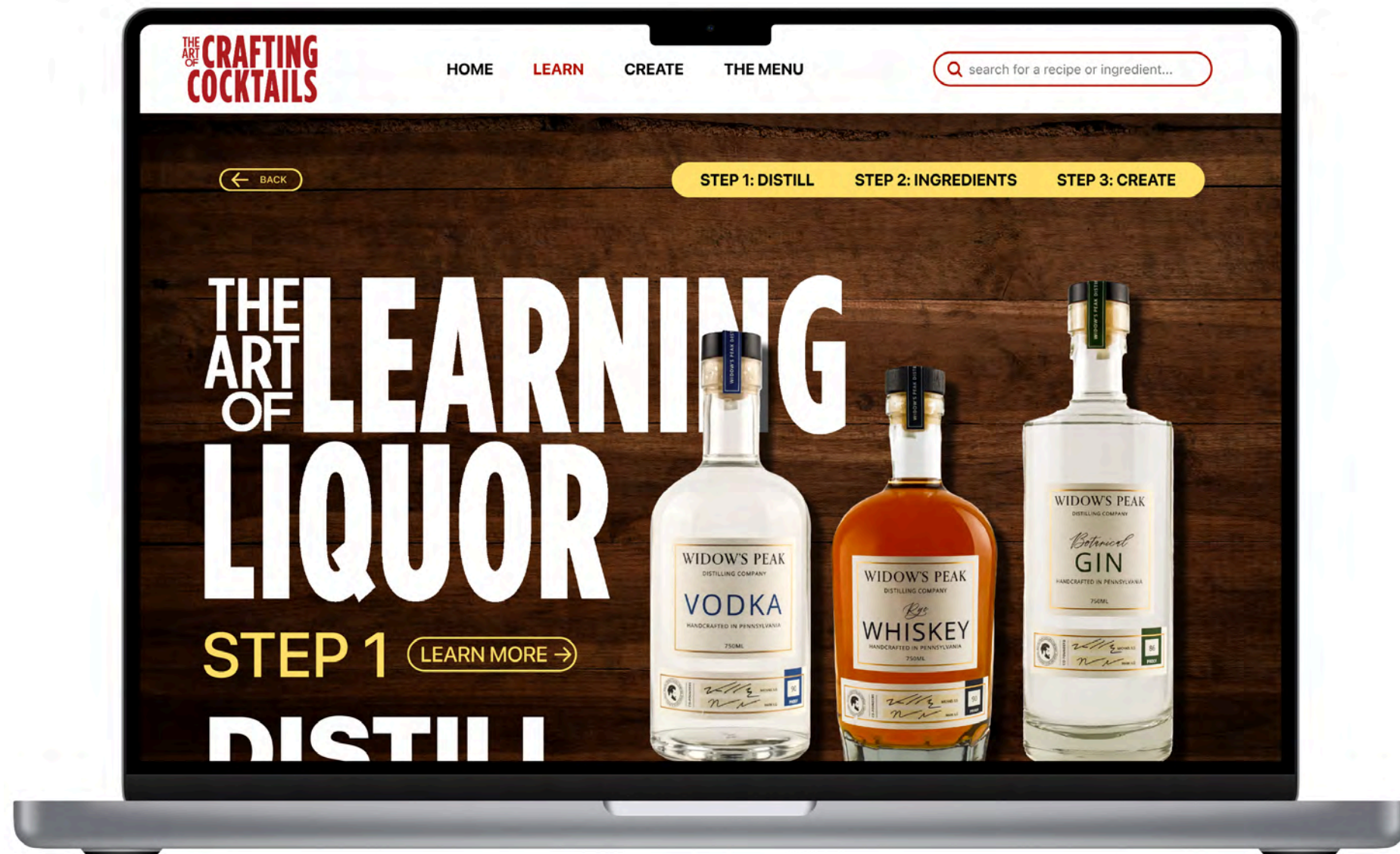
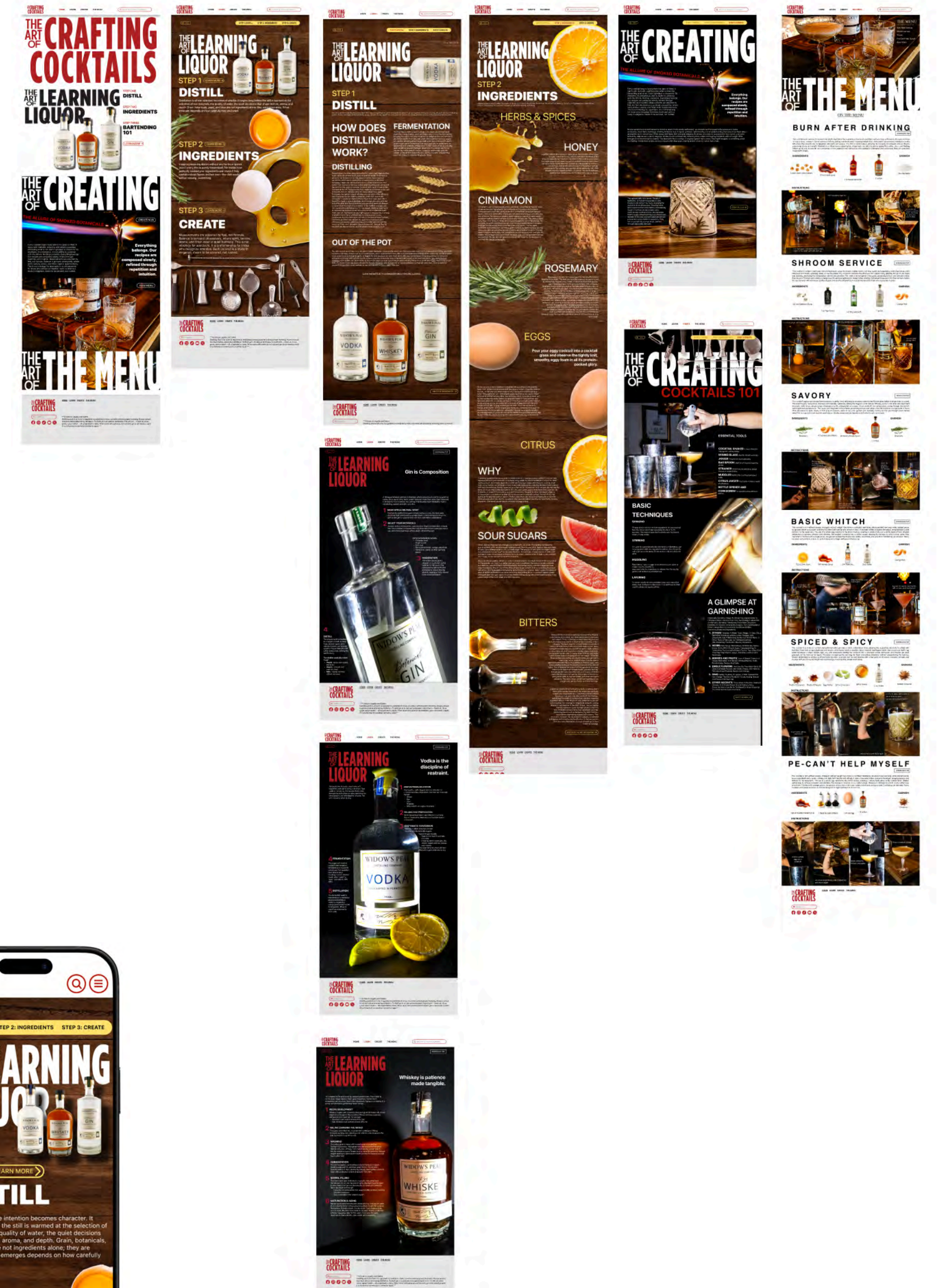
### SKILLS

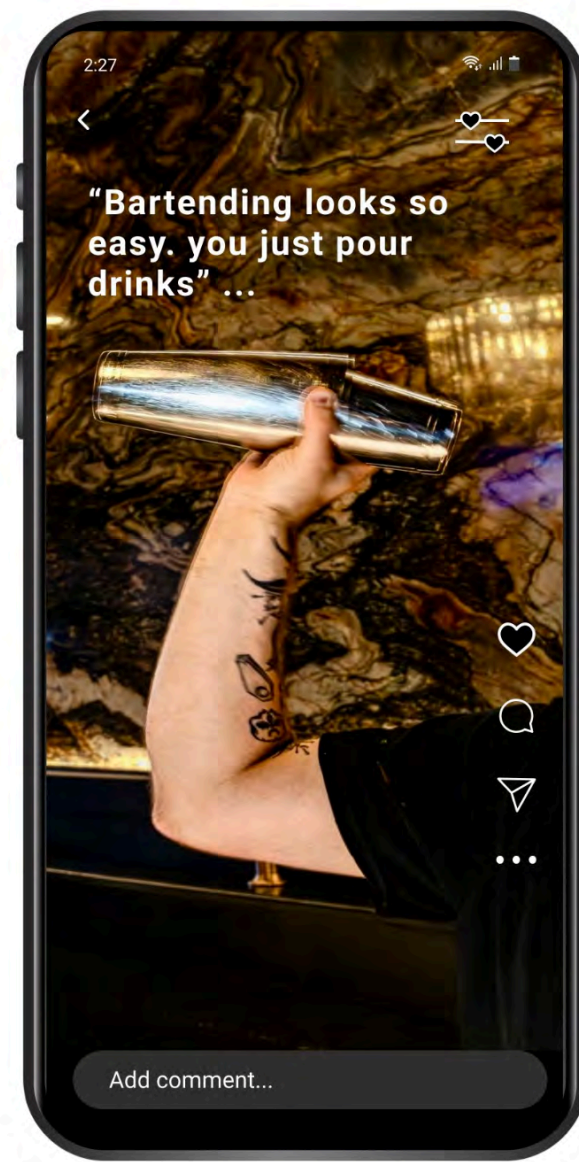
UX/UI Design

Graphic Design

Photography

### SOFTWARE:



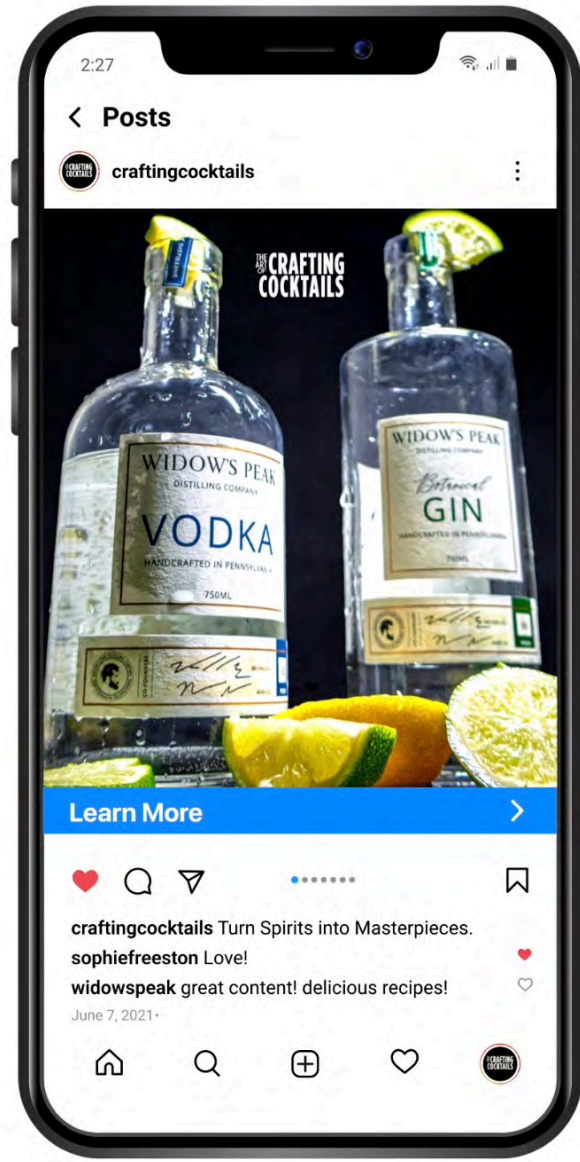
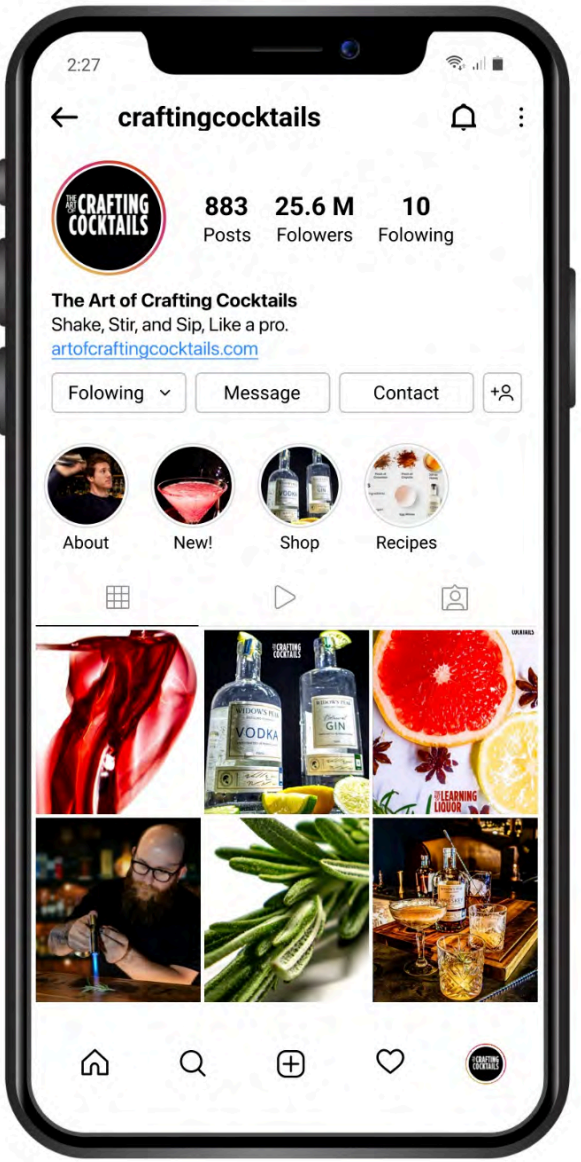


The Art Of Crafting Cocktails Logo In Secondary White Color

The Art Of Crafting Cocktails In House Photography

Link To Website In Brand Color

Short Advertising Description Of Product



# Social Media Content Creation

## @craftingcocktails

### SENIOR CAPSTONE PROJECT

- Organized a campaign strategy using marketing insights and analytics
- Photographed, edited, and designed content for a social media campaign to advertise *The Art of Crafting Cocktails*

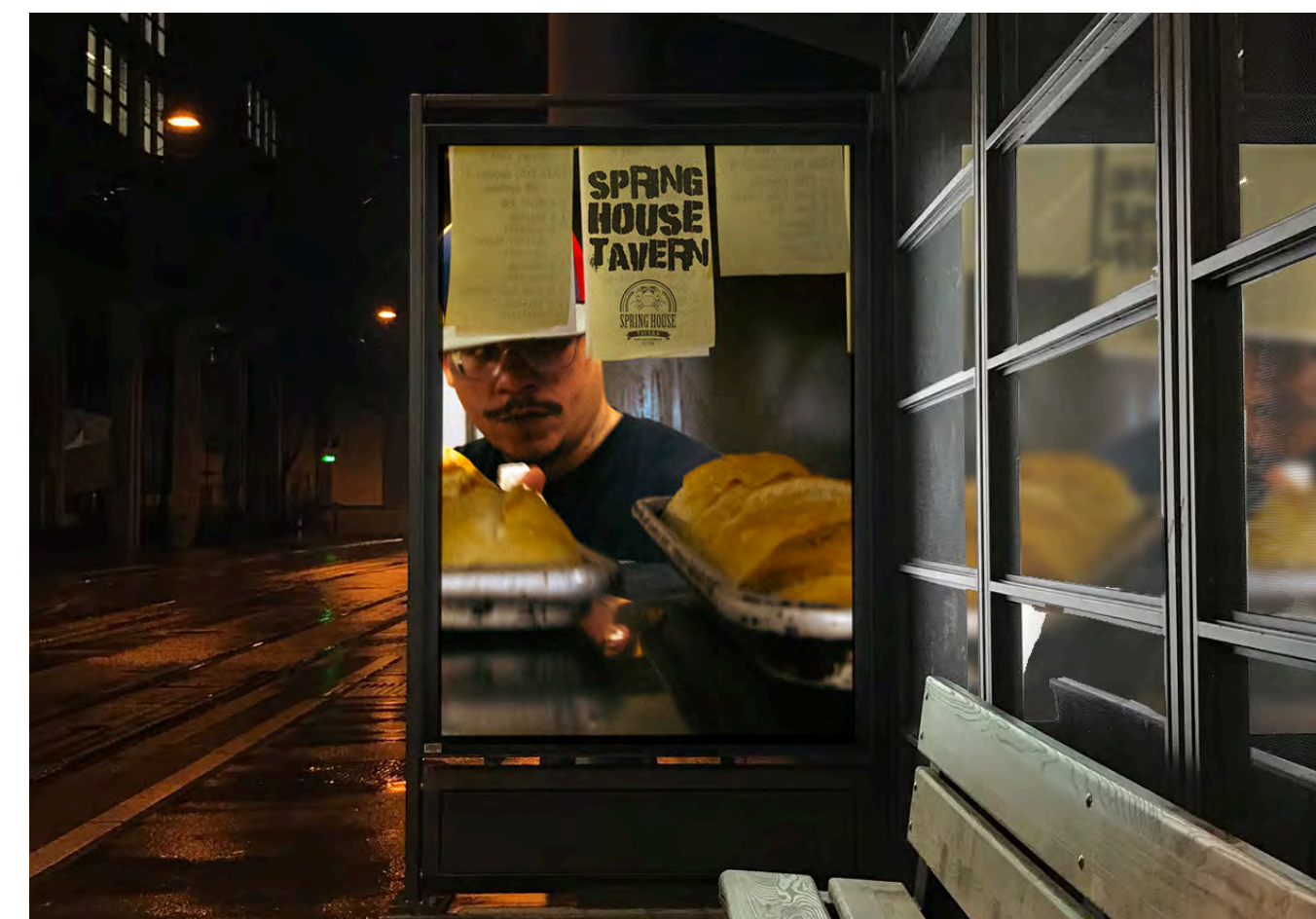
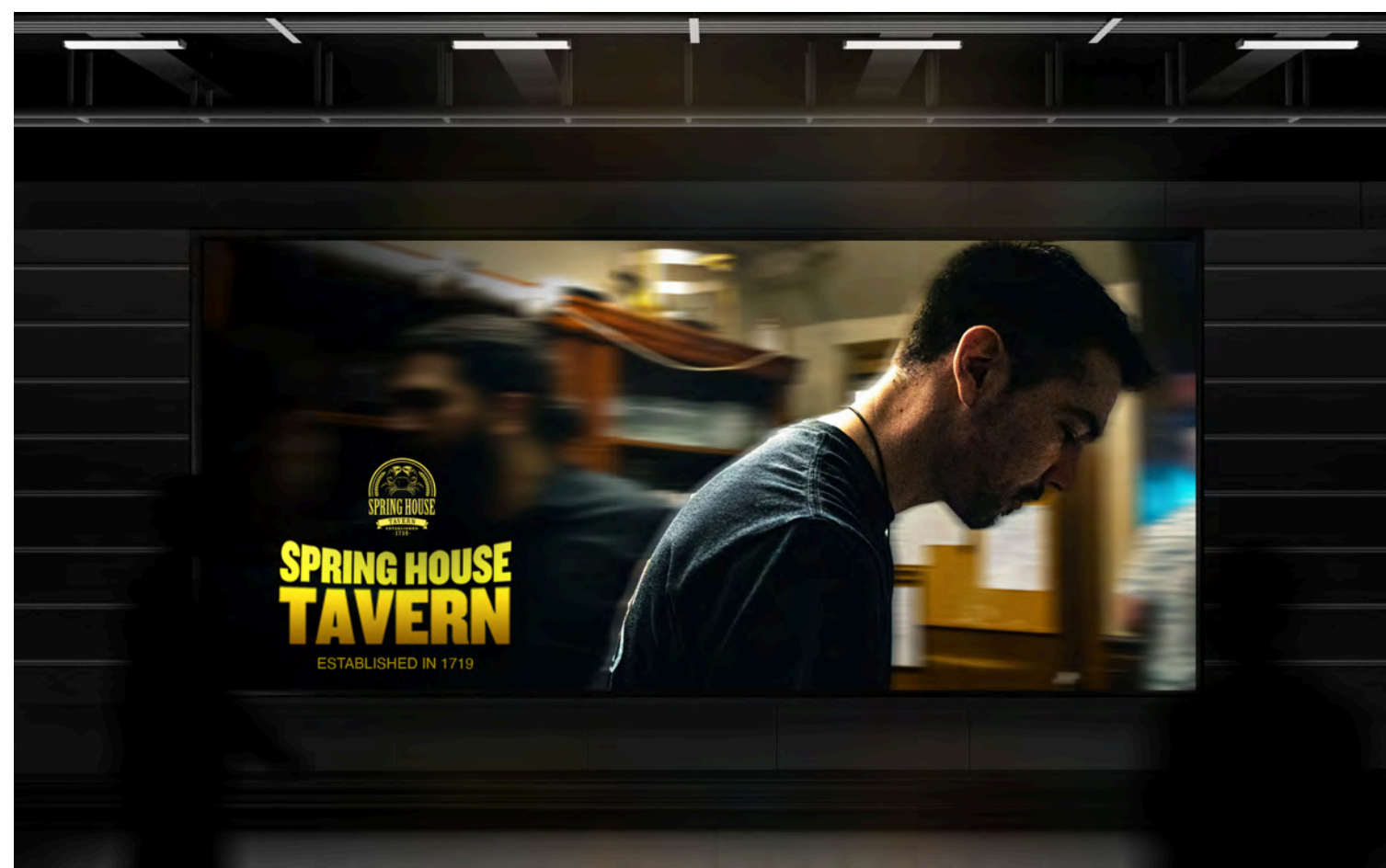
### SKILLS

Marketing    Graphic Design    Photography

### SOFTWARE:



# POSTER DESIGN



THE ART OF CRAFTING COCKTAILS

POSTER DESIGN

SENIOR CAPSTONE PROJECT

Printed poster series to advertise *The Art of Crafting Cocktails*.

CONCEPT

to visually communicate the artistry of attention to detail when making a cocktail.

SKILLS

Photography

Graphic Design

Typography

SOFTWARE:



# STUDIO AMBLER

## POSTER DESIGN

### FREELANCE PHOTOGRAPHY & DESIGN

Photographed, edited, and designed assets for display and advertising.

### CONCEPT

To display the products of *STUDIO Ambler* in a refined and elevated design system.

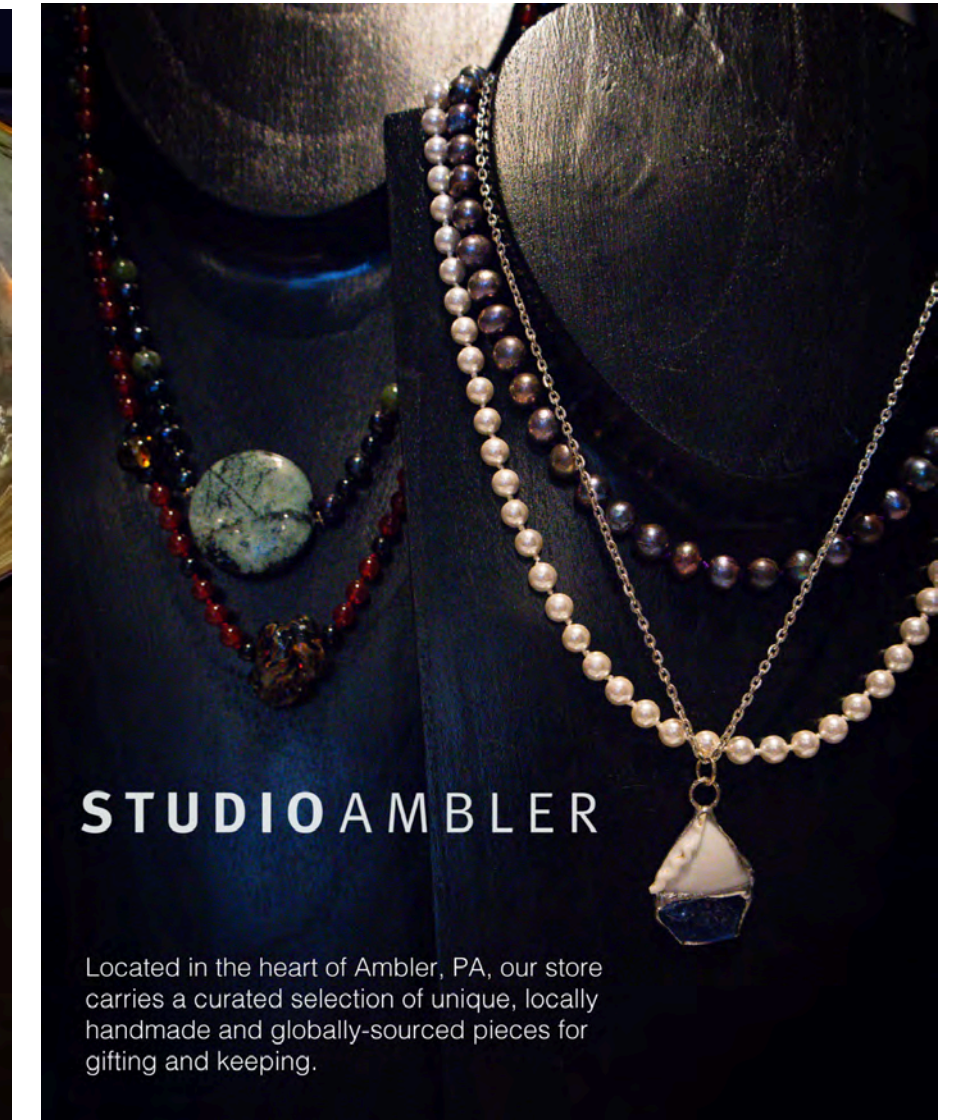
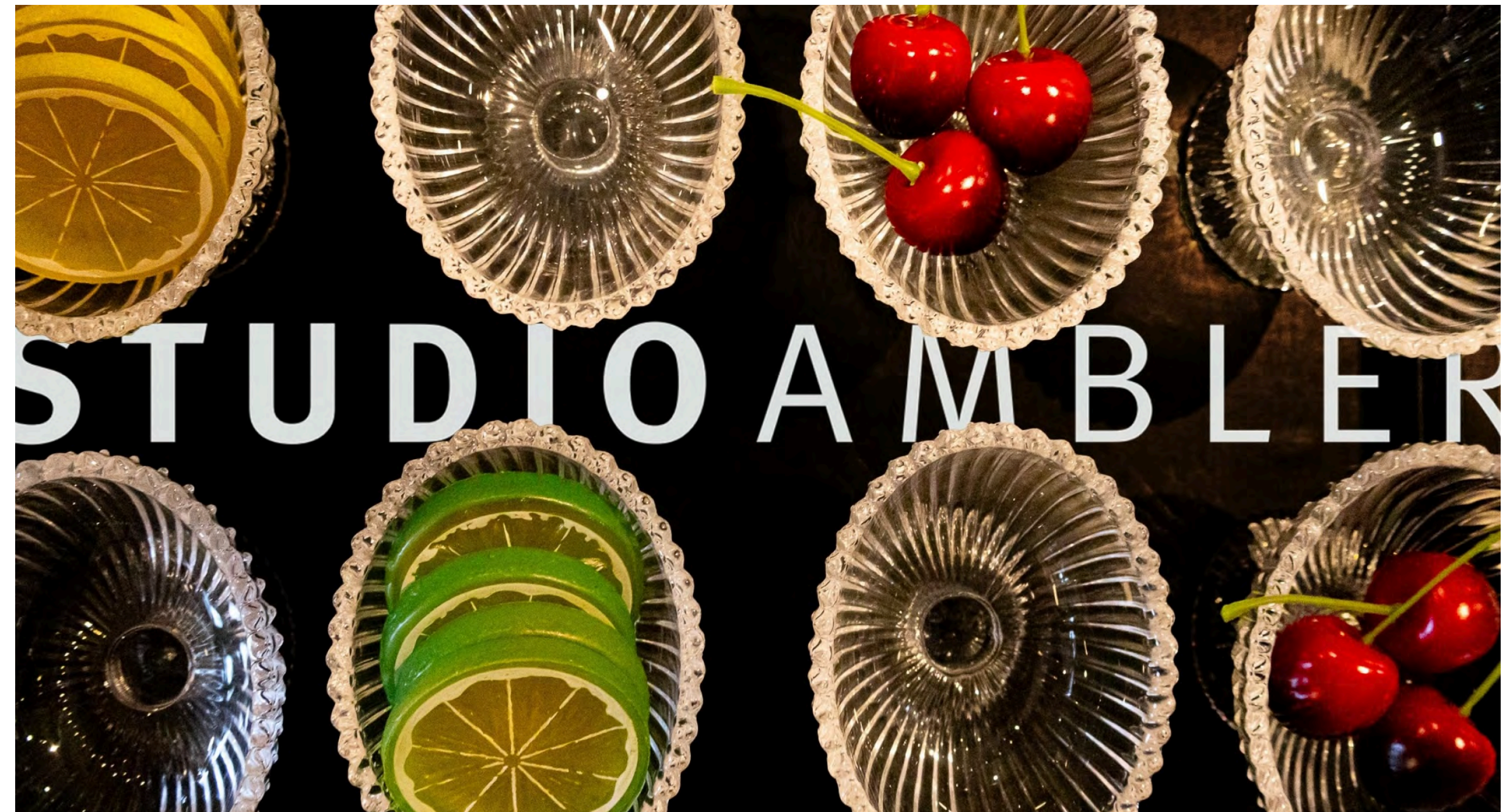
### SKILLS

Graphic Design

Photography

Typography

### SOFTWARE



# SPRING HOUSE TAVERN POSTER DESIGN

## FREELANCE PHOTOGRAPHY & DESIGN

Photographed, edited, and designed assets for digital advertising.

## CONCEPT

displaying the fast paced and focused environment of the restaurant industry, using contrasting colors of warm and cool tones to ground the blurring chaos of motion.

## SKILLS

Graphic Design

Photography

Typography

## SOFTWARE



# OUR STORY

## PIXAR

1979

George Lucas recruits Ed Catmull from the New York Institute of Technology to head Lucasfilm's Computer Division, a group charged with developing state-of-the-art computer technology for the film industry. Lucas's wish list: a digital (nonlinear) film editing system, a digital (nonlinear) sound editing system, a laser film printer and further exploration of computer graphics. The following year, he is joined by Alvy Ray Smith, who is hired as Director of Computer Graphics Research.



1982

The Computer Division completes the "Genesis Effect" sequence for Star Trek II: The Wrath of Khan. The scene, which shows an initially lifeless planet being rapidly transformed by lush vegetation, is the first completely computer animated sequence in a feature film. The Computer Division's Graphics Group creates their first film-resolution image, "The Road to Point Reyes." Near the end of the year, animator John Lasseter is invited to come up to the Bay Area to do some freelance work with the Graphics Group.



1984

A partially completed version of "The Adventures of André & Wally B." premieres at SIGGRAPH. It is the first short film created by the future animation studio, featuring complex flexible characters, hand-painted textures, and motion blur. It is also the first example of character animation in the young medium of computer animation. At SIGGRAPH, the Computer Division also shows off its prototype Pixar Image Computer. The Computer Division completes the Stained Glass Knight sequence that appears in the film Young Sherlock Holmes.



1986

Steve Jobs purchases the Computer Division from George Lucas and establishes the group as an independent company, "Pixar." At this time about 40 people are employed. Pixar and Disney begin collaboration on CAPS, the Computer Animation Production System, which would revolutionize the creation of traditional animated films. The first check written to Pixar by a client after its incorporation is from Disney for work on this project.



1990

By the end of the year, each animates a commercial—Andrew Stanton completes "Quite a Package" for Tridonic and Peter Docter animates "Bottle" for Listerine. Pixar's commercial work gives the company invaluable experience in pitching, storytelling, and working with clients, and allows it to develop and refine its production pipeline.

Disney and Pixar announce an agreement "to make and distribute at least one computer-generated animated movie."



1995

Toy Story, the world's first computer animated feature film, is released in theaters on November 22. It opens at #1 that weekend and will go on to become the highest grossing film of the year, making \$192 million domestically and \$362 million worldwide.

Pixar's initial public offering takes place just days later, on November 28. It is the largest IPO of the year.



## ENVIRONMENTAL DESIGN

### PIXAR Exhibition Wall

Exhibition wall design taking the audience through the timeline of Pixar Animation Studios

# OUR STORY

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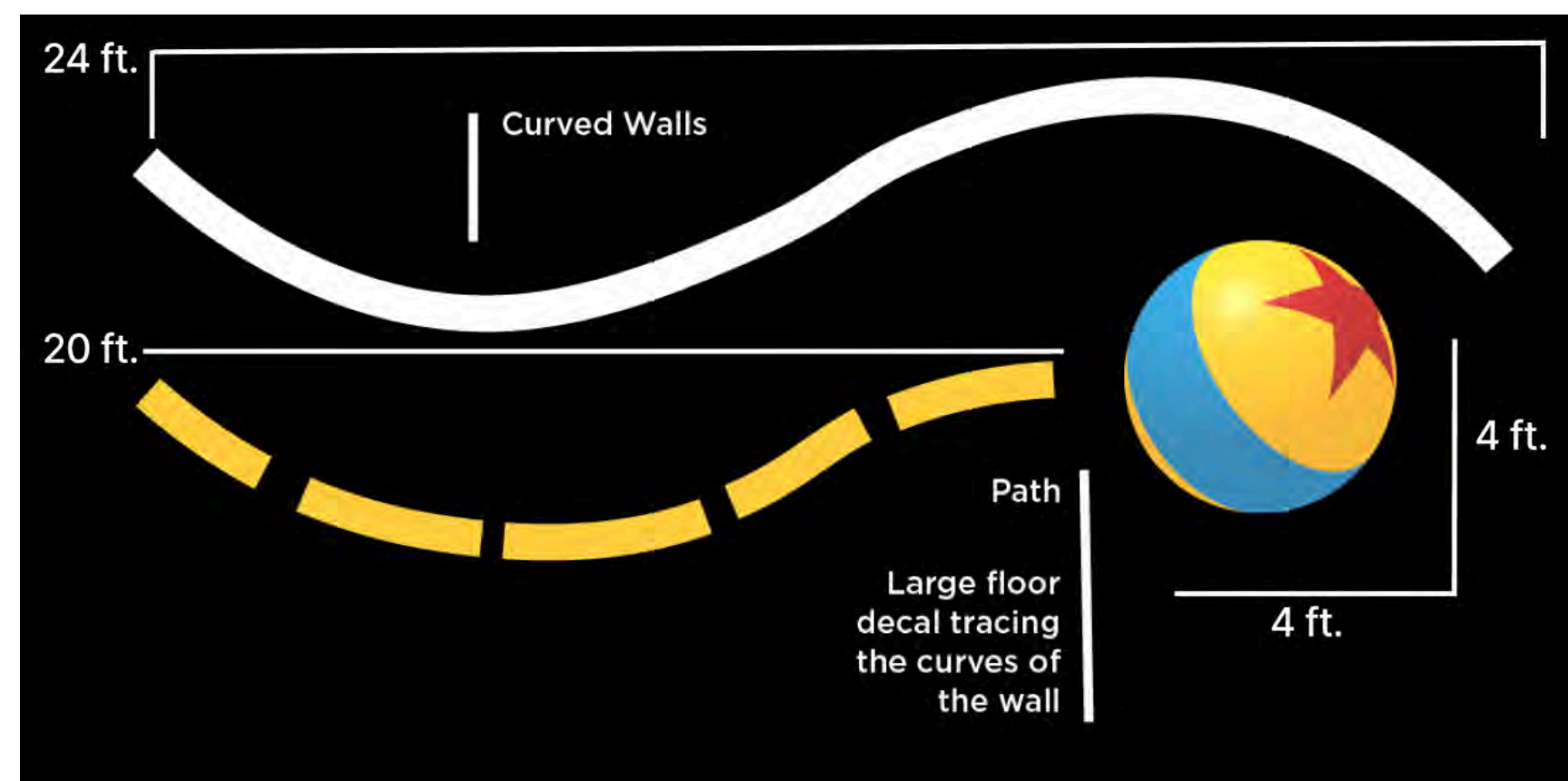
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### WALL DESIGN



### FLOOR PLAN

## Disney · PIXAR : OUR STORY

The Objective of this Exhibit is to inspire creatives in college to push the boundaries and embrace innovation in their studies... and beyond!

### CONCEPT

Using the visual identity of Toy Story to illustrate the larger than life impact of Pixar Studios, the wall is designed as a large film reel. Important moments are displayed as scenes of a movie, as it guides the viewer through learning about the true story that lead to Toy Story.

### SKILLS

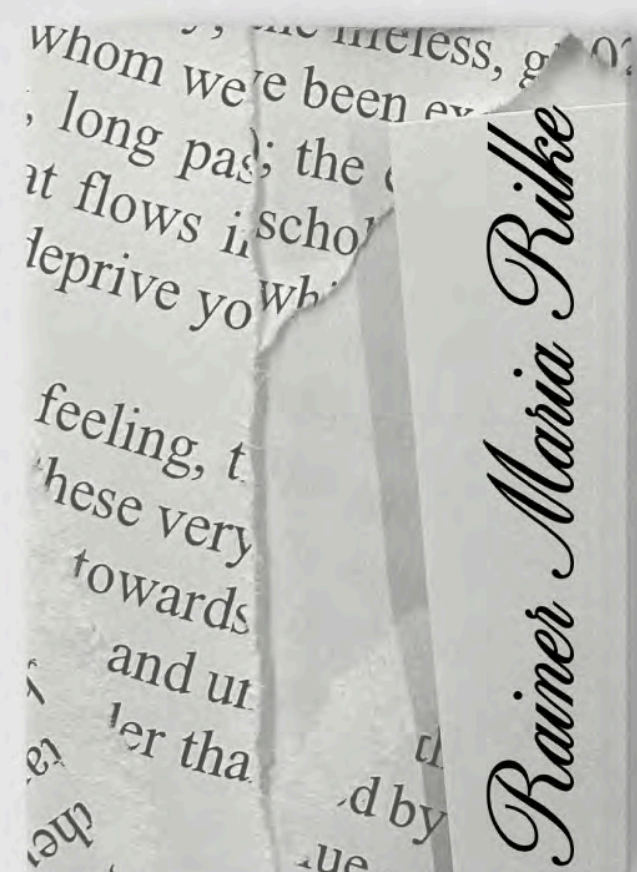
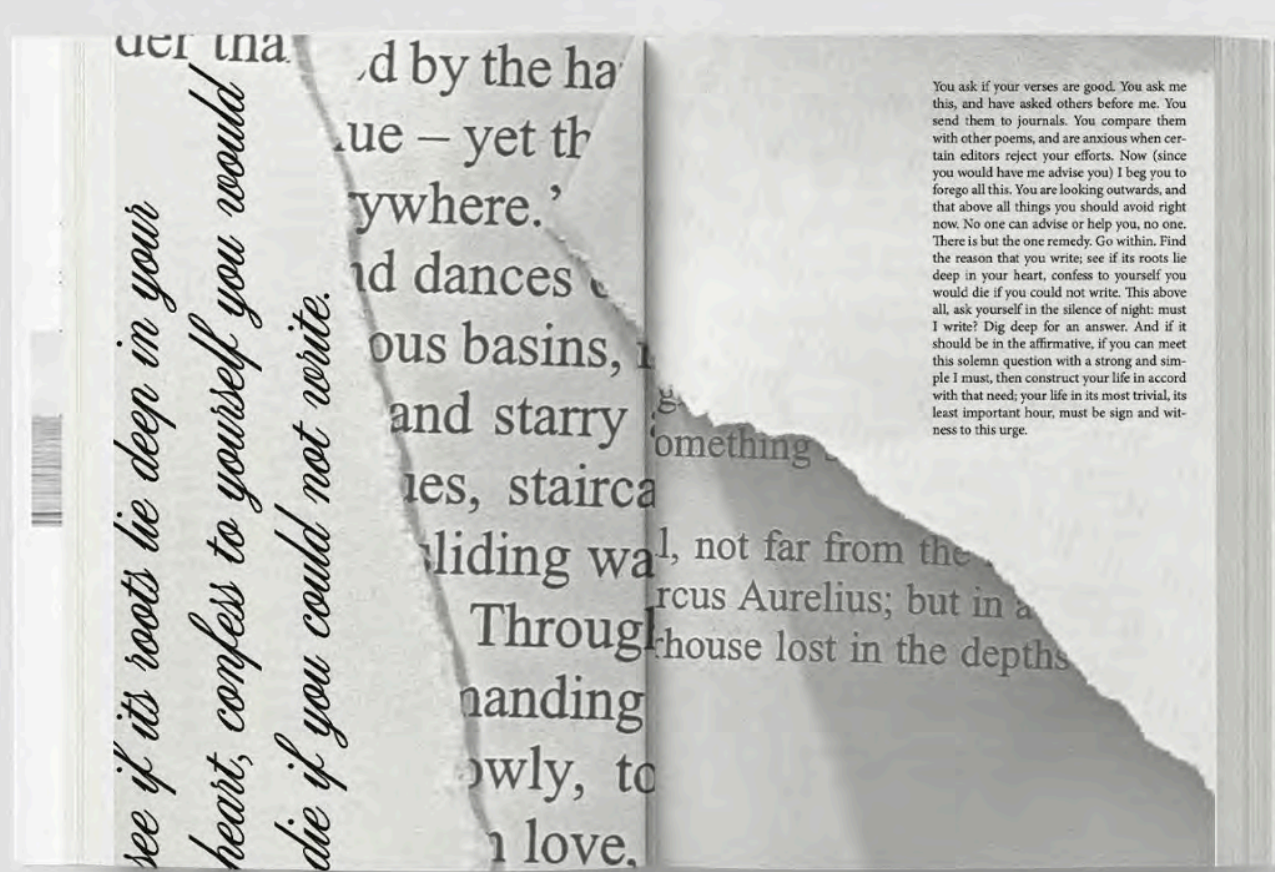
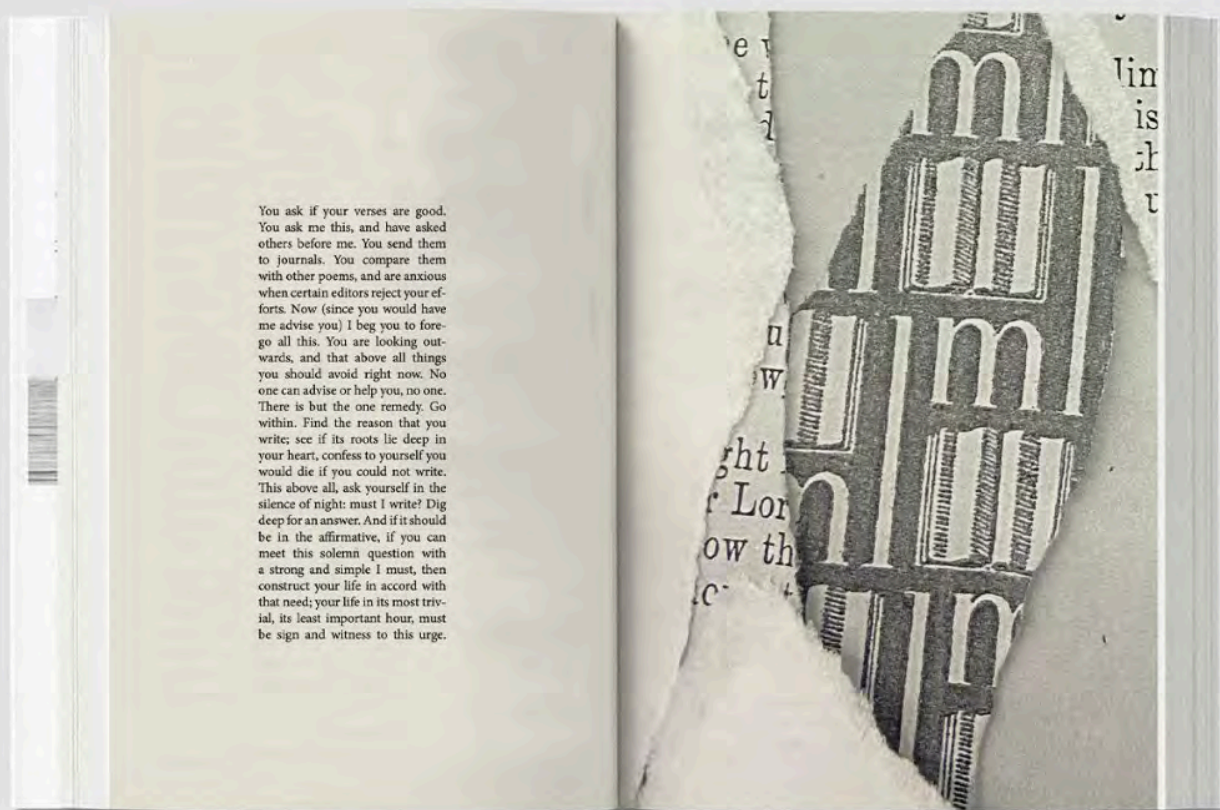
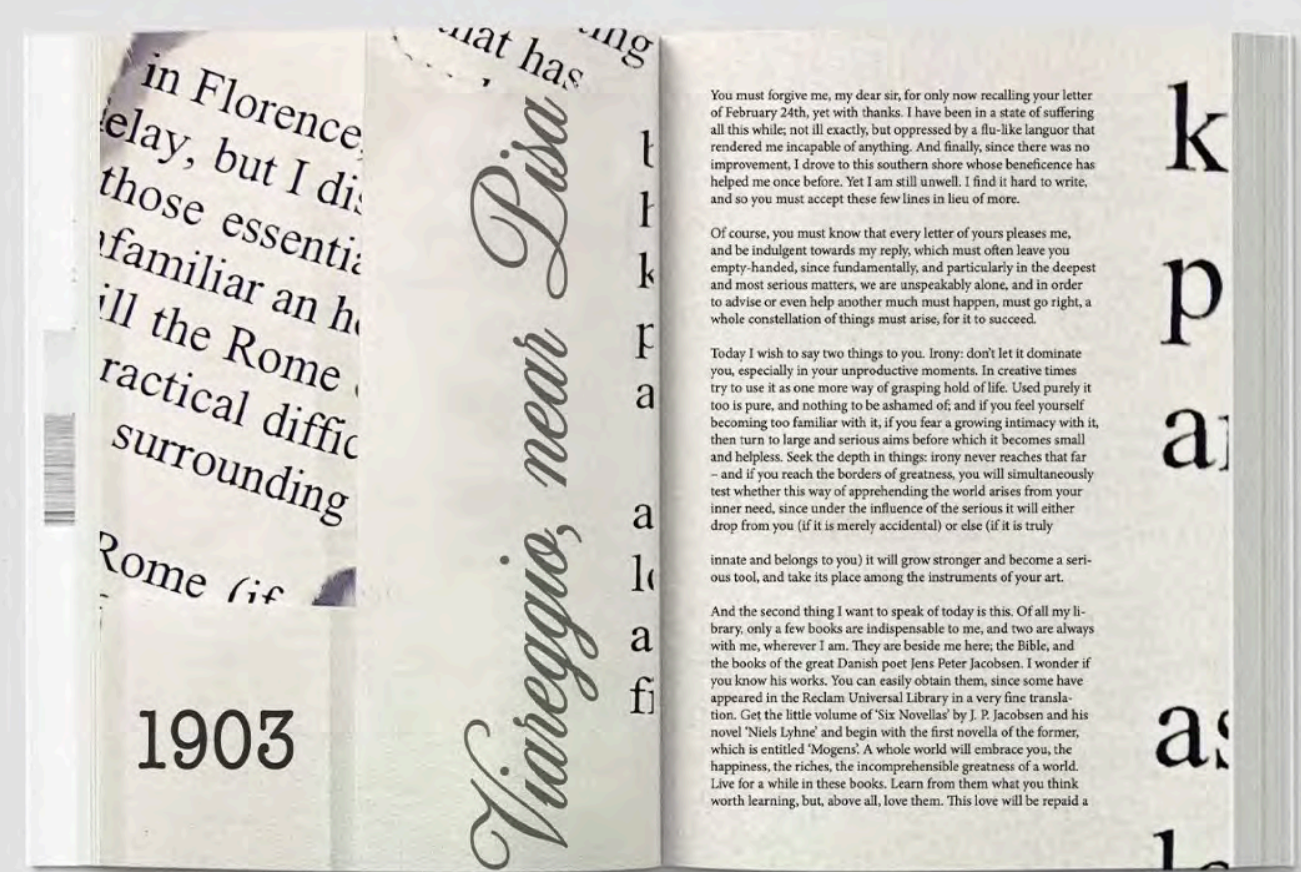
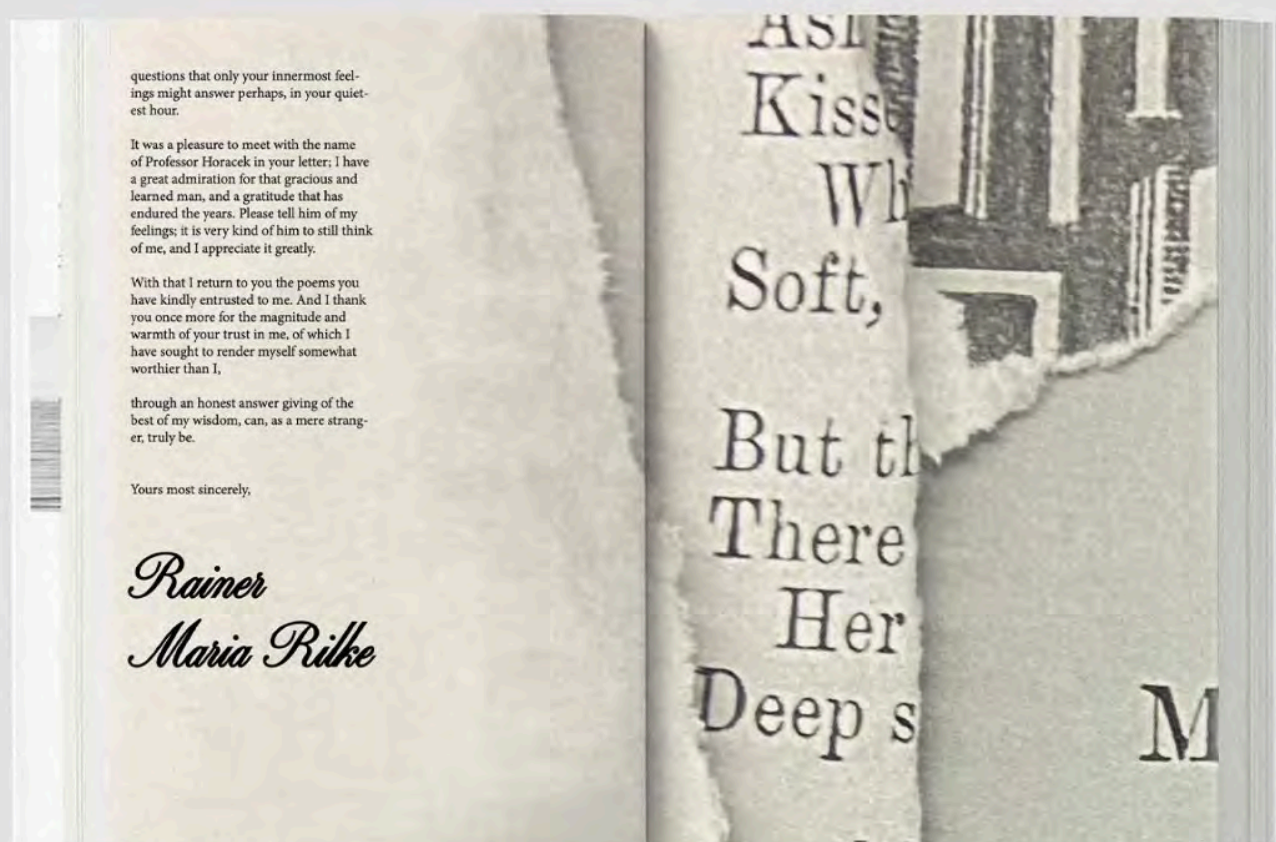
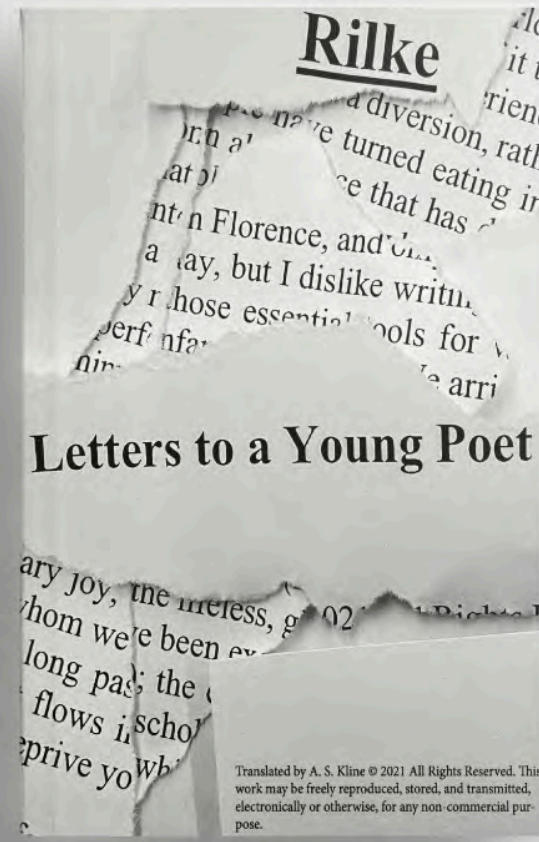
Environmental Design

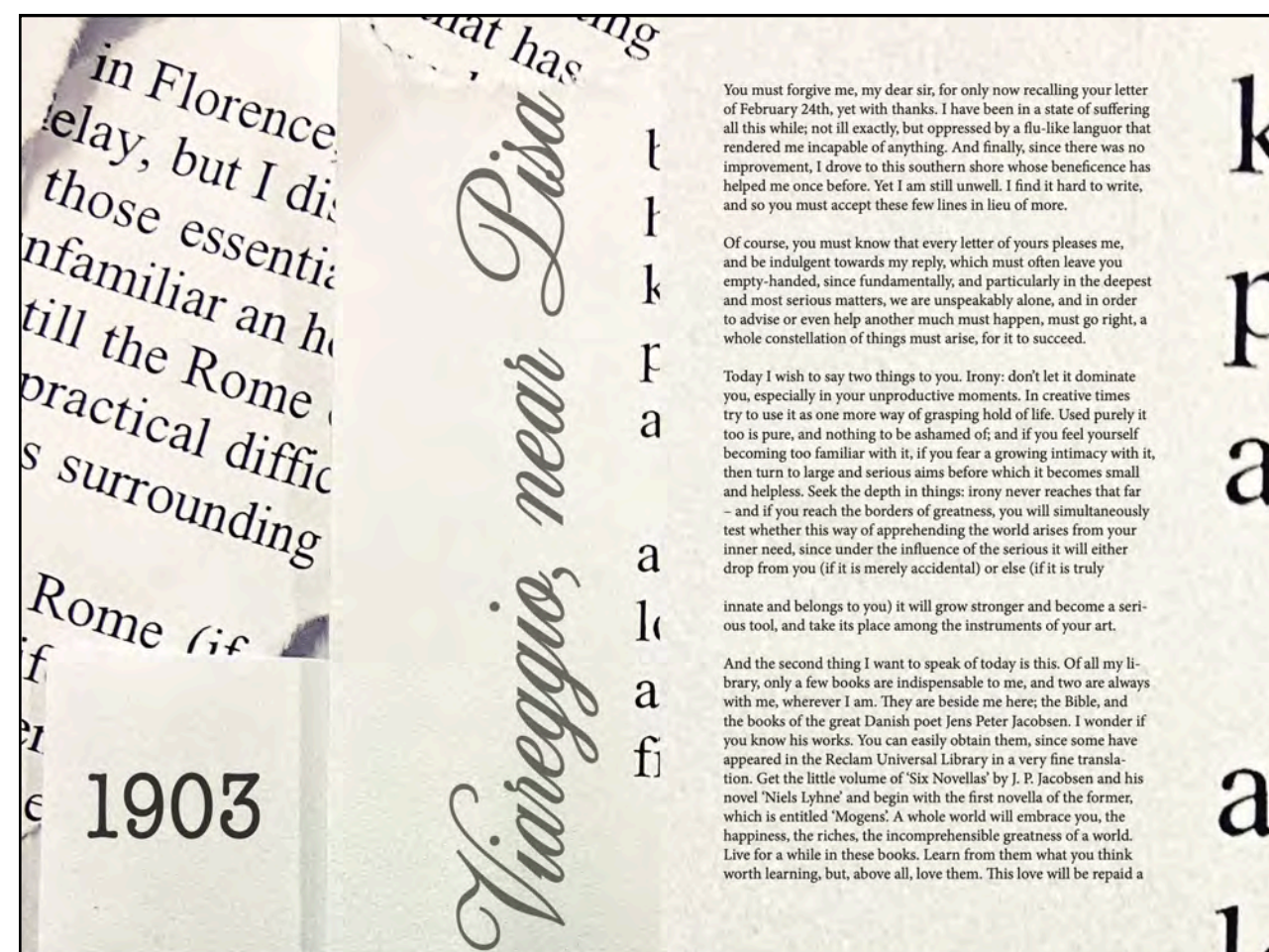
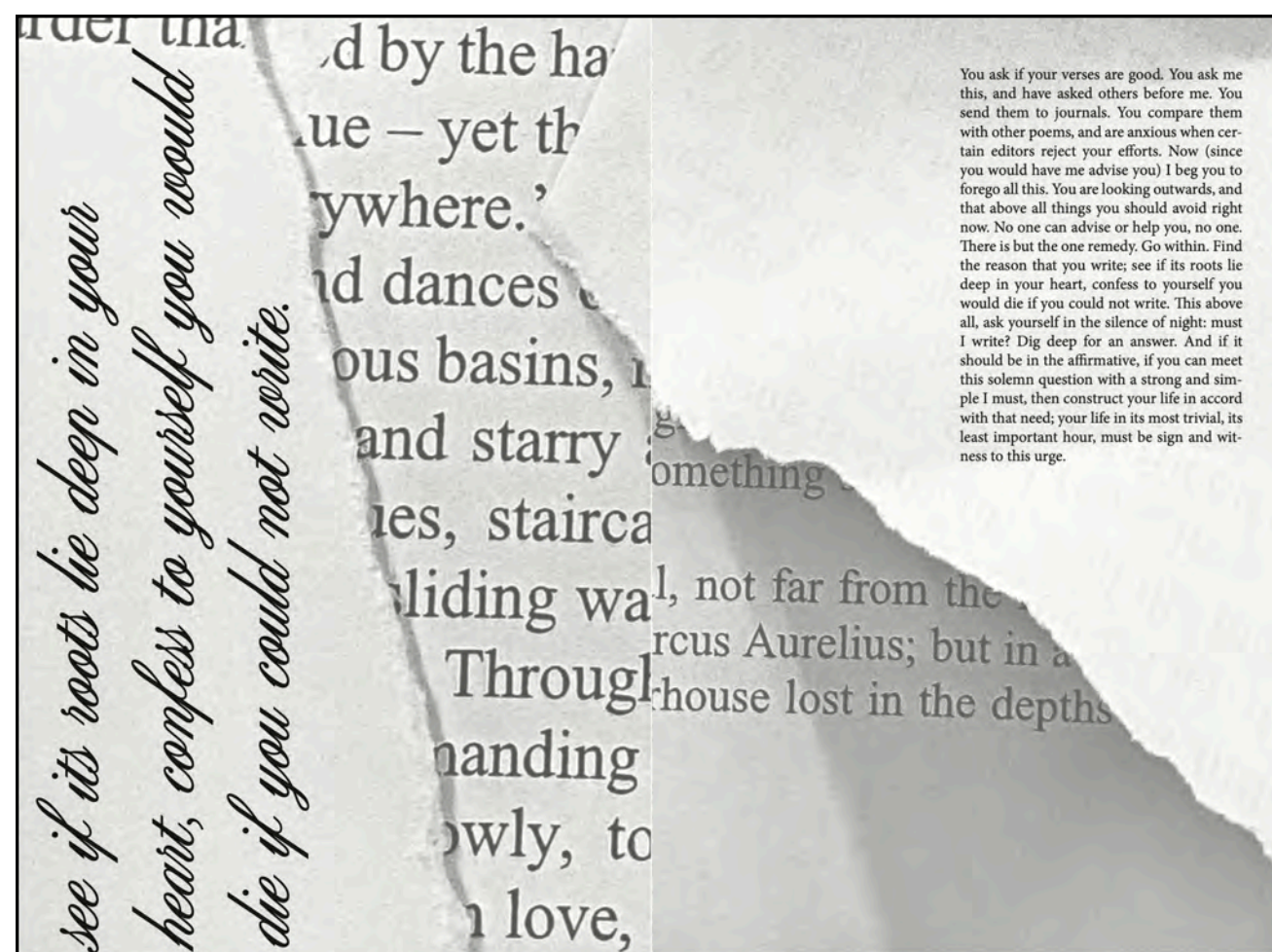
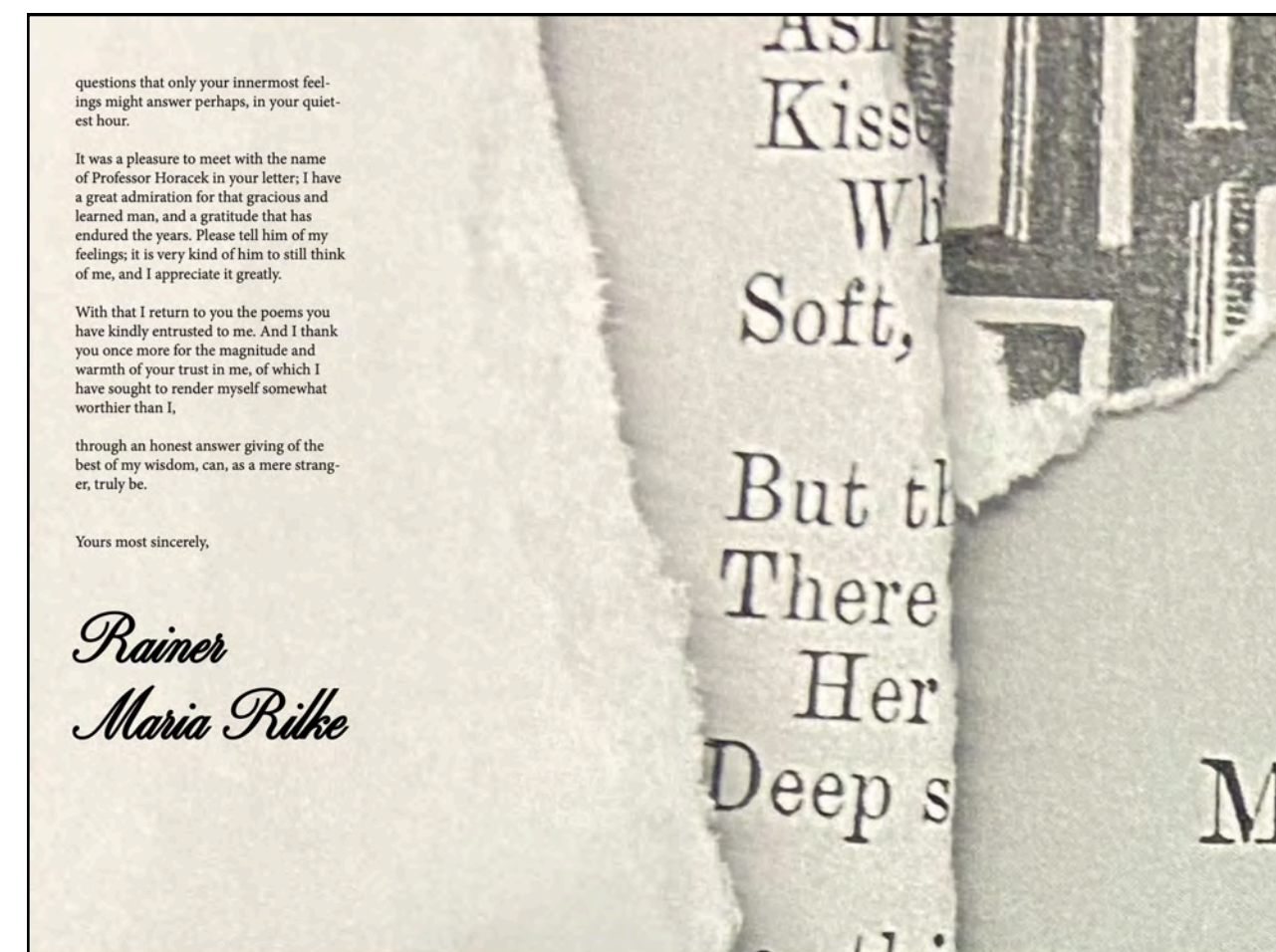
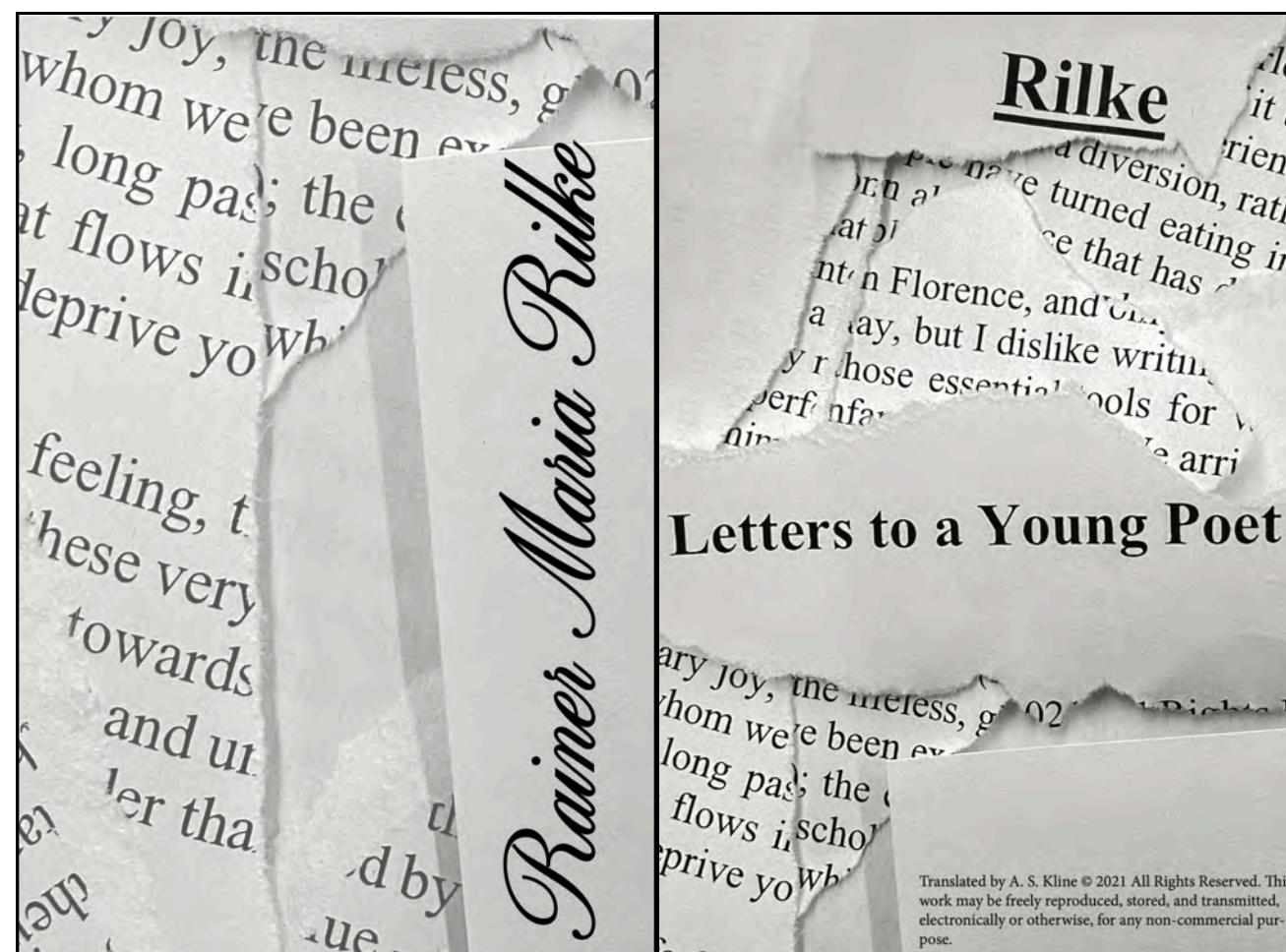
Typography

### SOFTWARE:



# BOOK DESIGN





# LETTERS TO A YOUNG POET

physical and digital collage work using photocopied pages of the text from the book and books from the year of the letter.

## CONCEPT

The visual concept is based on the idea of finding old letters piled on top of each other, conveying the feeling of reading something not addressed to you and putting the pieces together as you go through the material.

## SKILLS

Publication Design

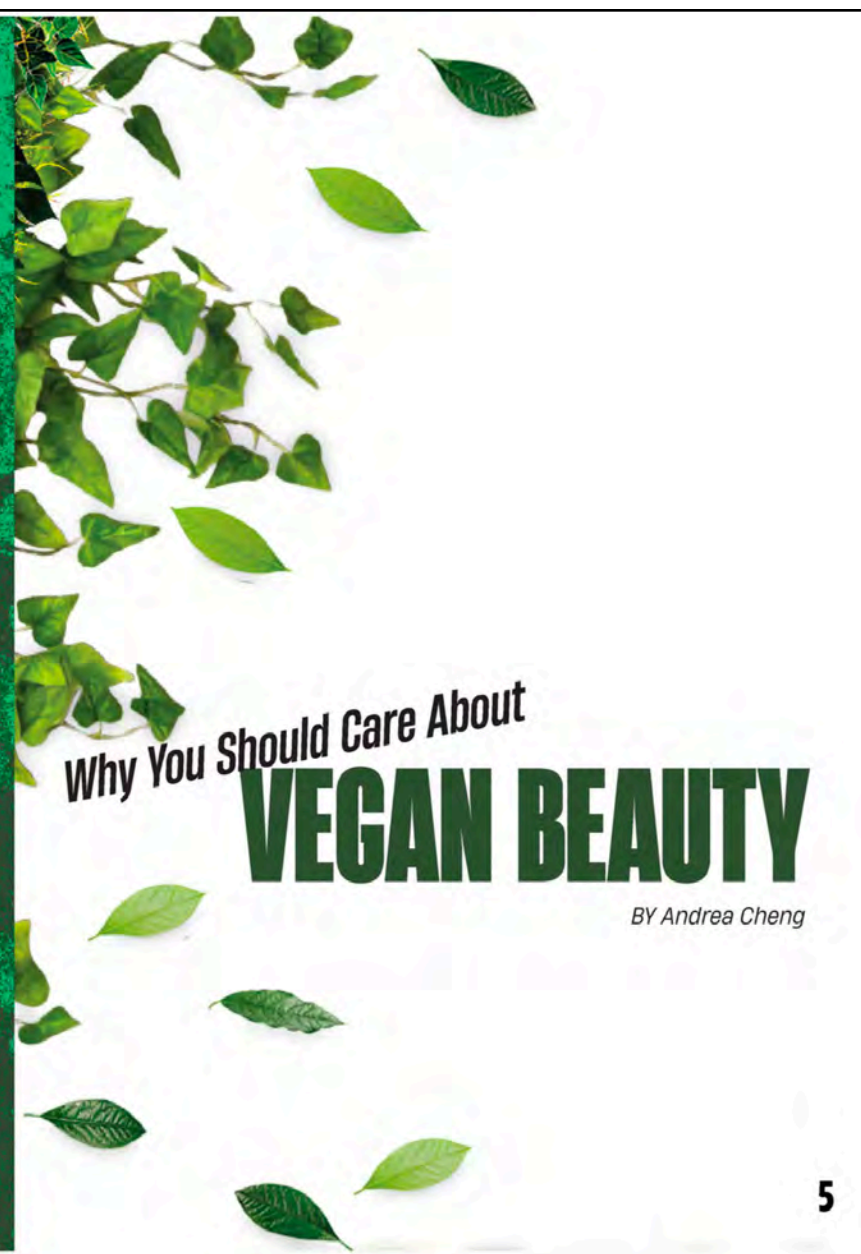
Typography

## SOFTWARE:



# SHOUT! MAGAZINE DESIGN





# SHOUT!

## MAGAZINE DESIGN

Magazine spreads designed for the article "Why You Should Care About Vegan Beauty"

### CONCEPT

"SHOUT!" Magazine brings attention to topics focused on change and awareness. The spreads are designed to mimic the growth of "nature beauty", through the appearance of plants growing onto the page.

### SKILLS

Publication Design

Typography

### SOFTWARE:





## BODY SET ROSE SCENTED PACKAGING DESIGN

*The Body Set* is designed to create a luxurious experience of self care with floral relaxation, includes a body scrub, body wash, and body soap.

### CONCEPT

The packaging set is designed to give the illusion of the products floating in water.

### SKILLS

Package Design

Typography

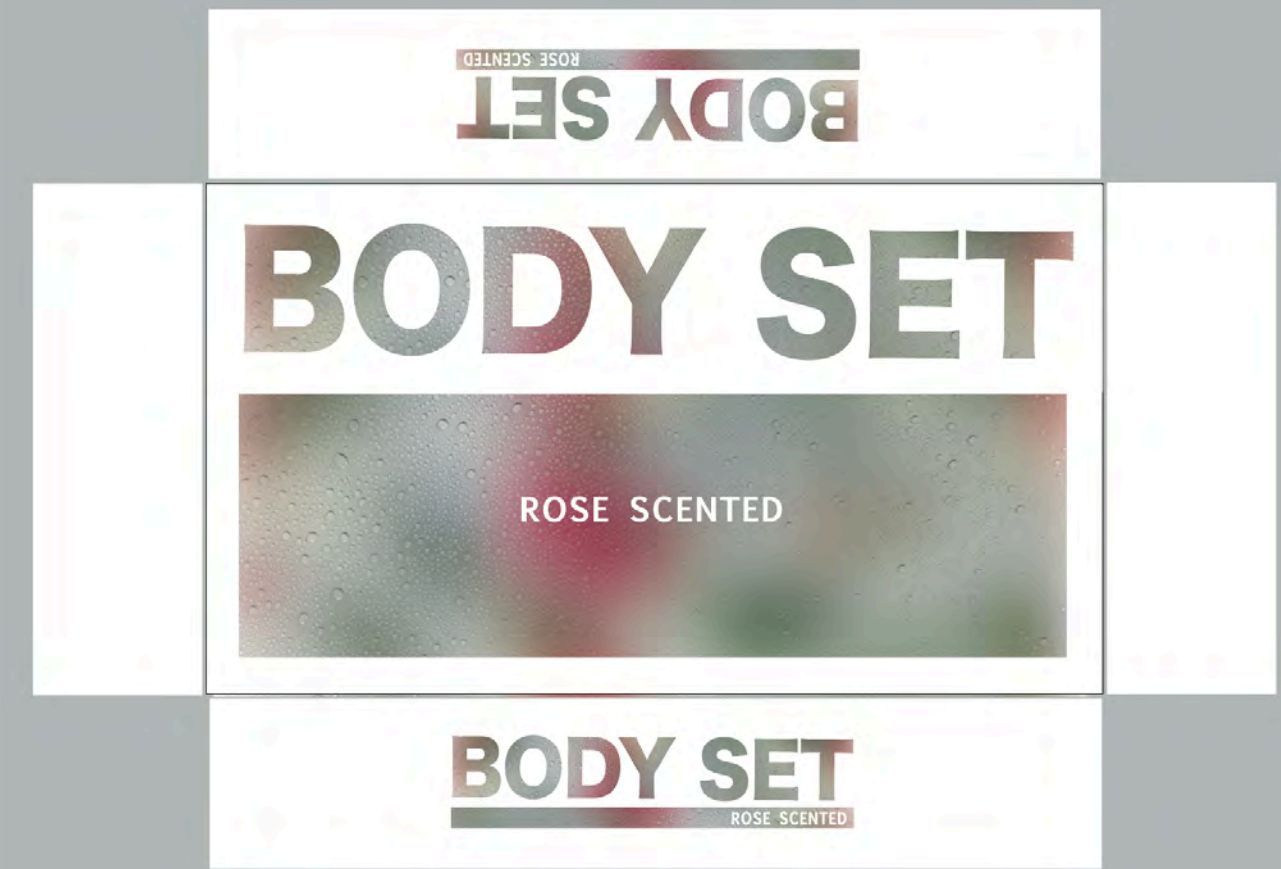
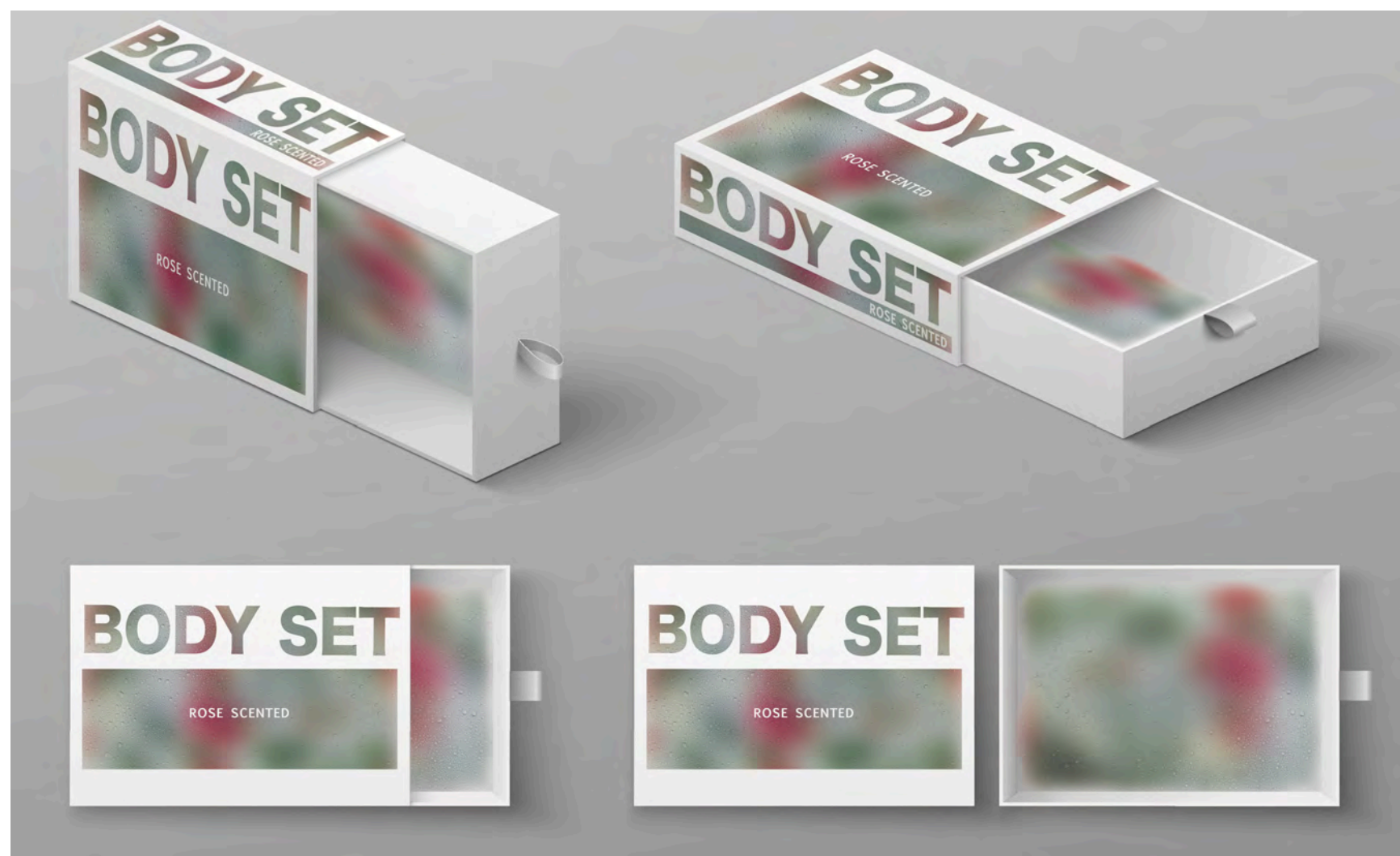
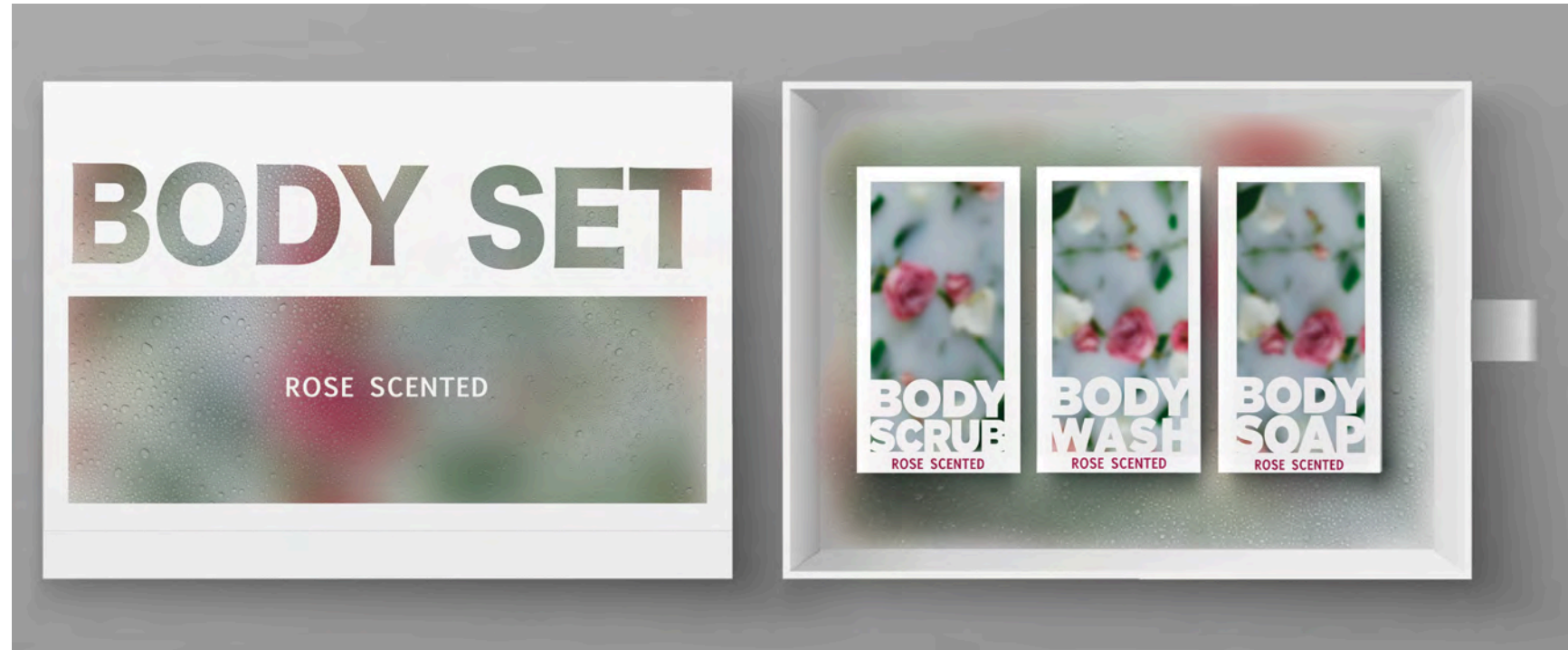
### SOFTWARE:



# BODY SET

ROSE SCENTED

## PACKAGING DESIGN



# MERRILL'S BARBEQUE: LOGO DESIGN

- Logo Design for *Merrill's Barbeque*
- Including : illustration logo, word mark, and initial logo.

## SKILLS

Logo Design

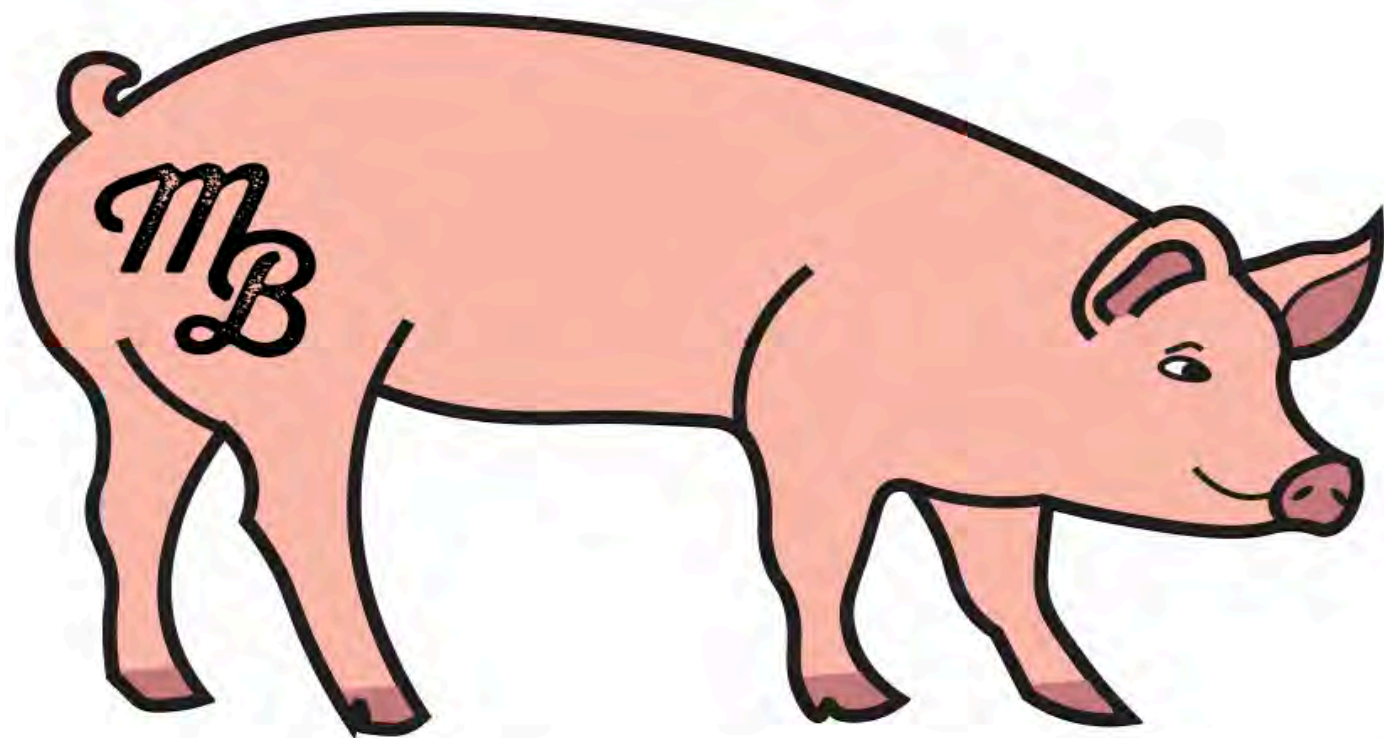
Typography

Illustration

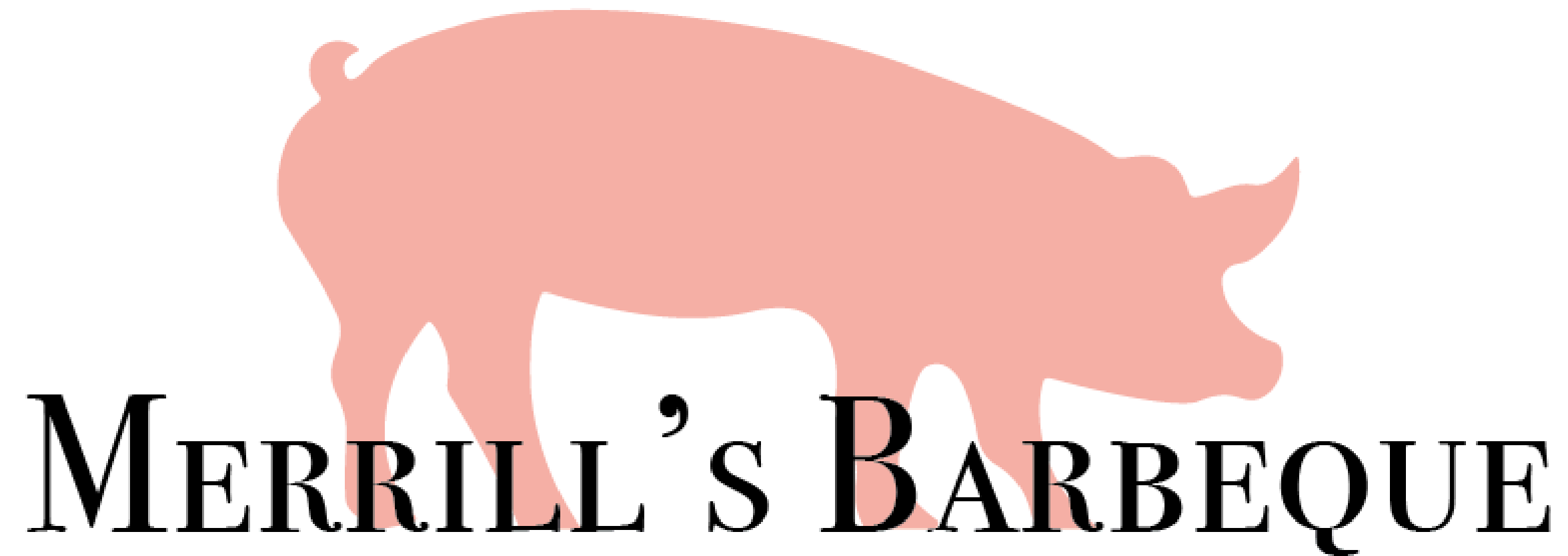
## SOFTWARE



Illustration



Wordmark



Initials



# MERRILL'S BARBEQUE: LOGO SKETCHES

- Hand drawn on procreate
- Uploaded to illustrator for vectorization and refinement

## SKILLS

Logo Design

Illustration

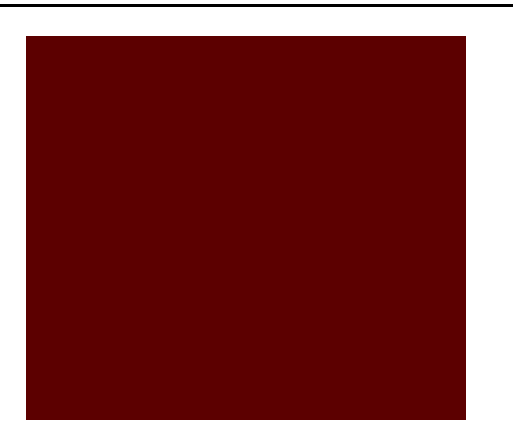
## SOFTWARE



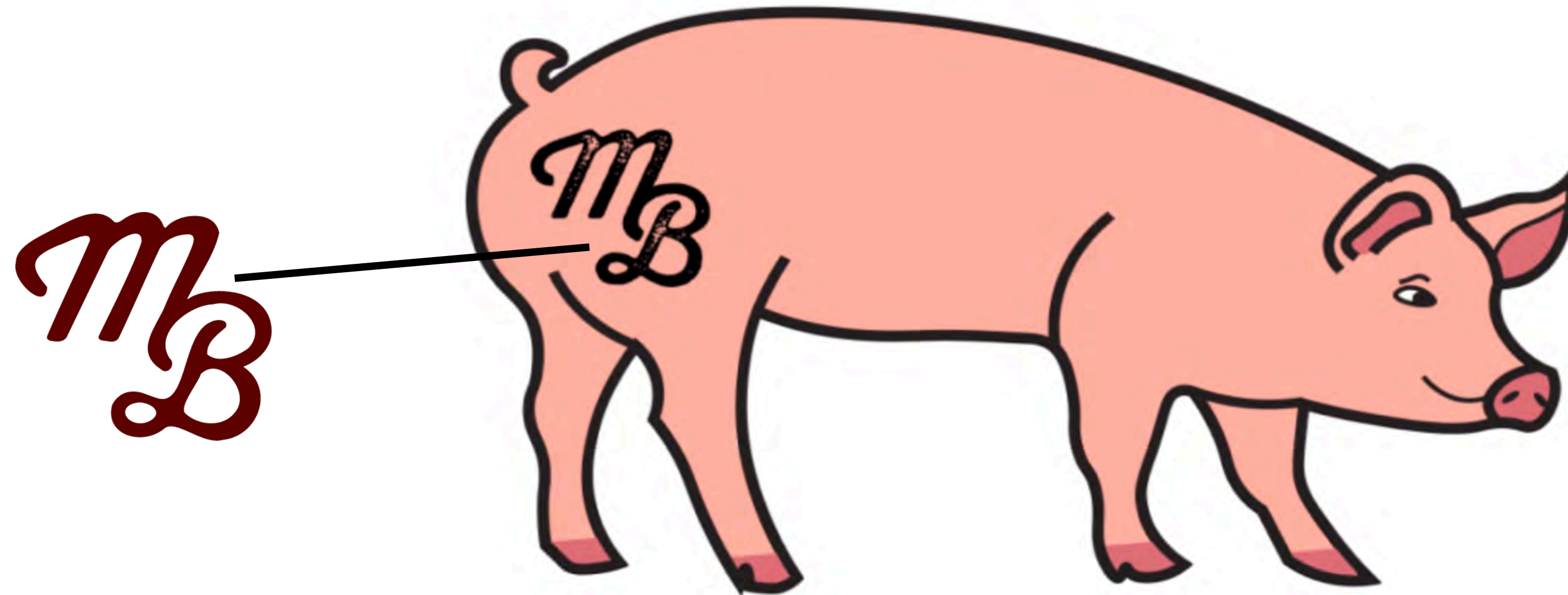
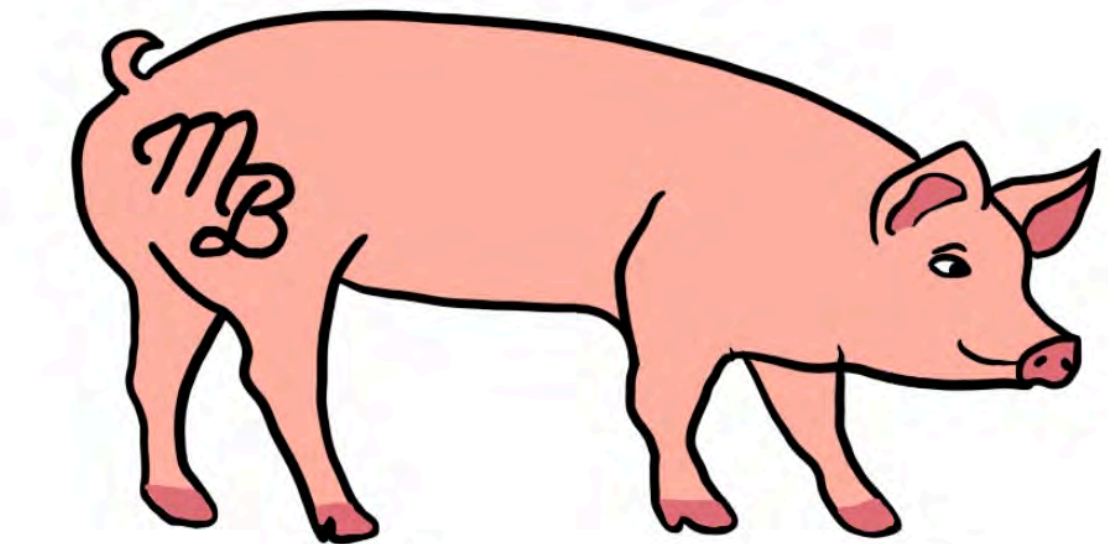
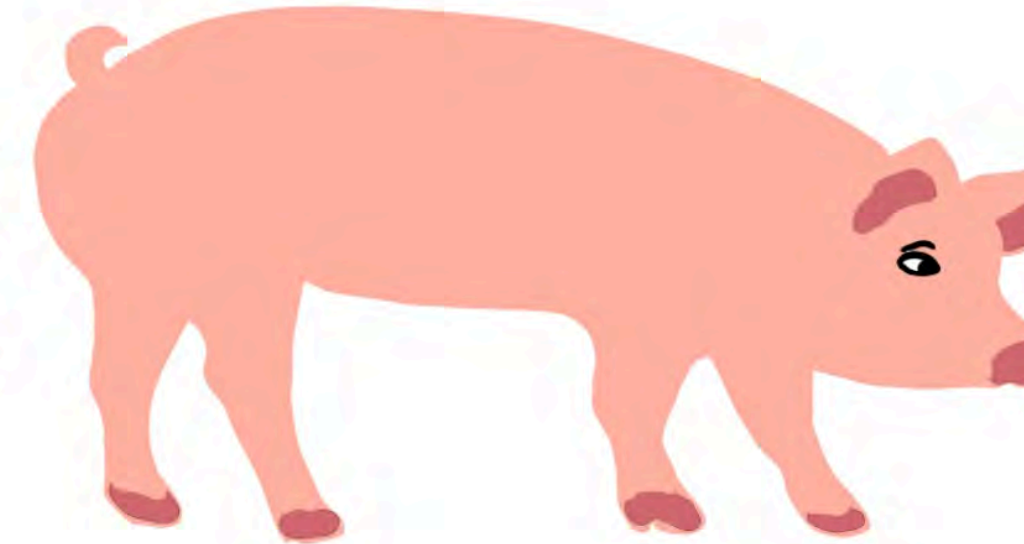
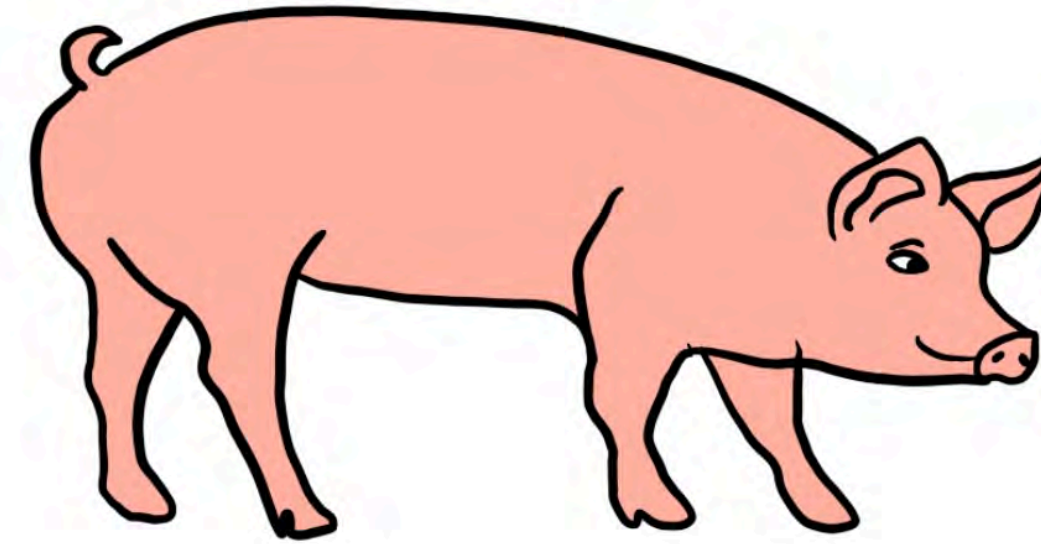
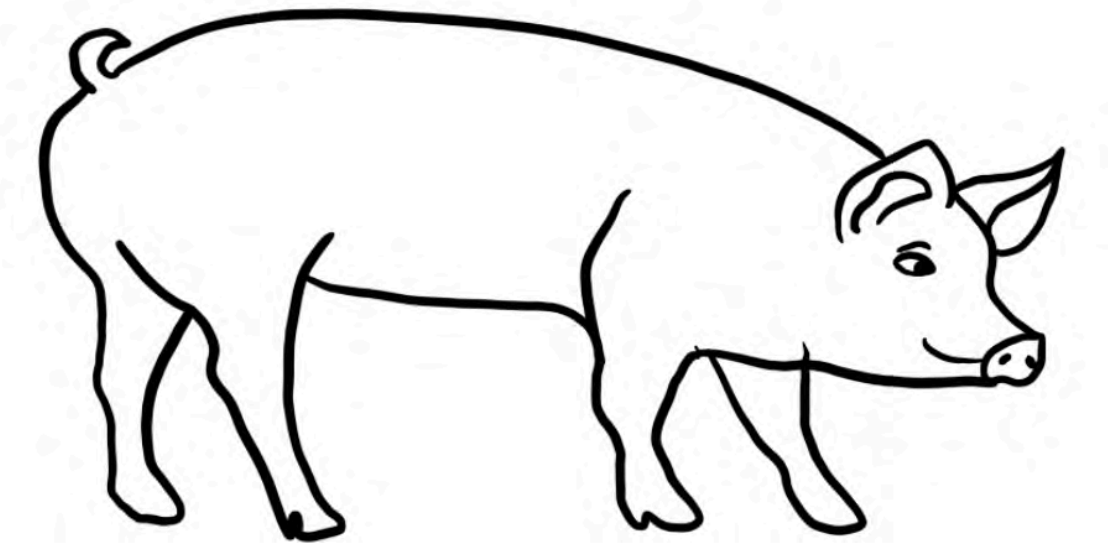
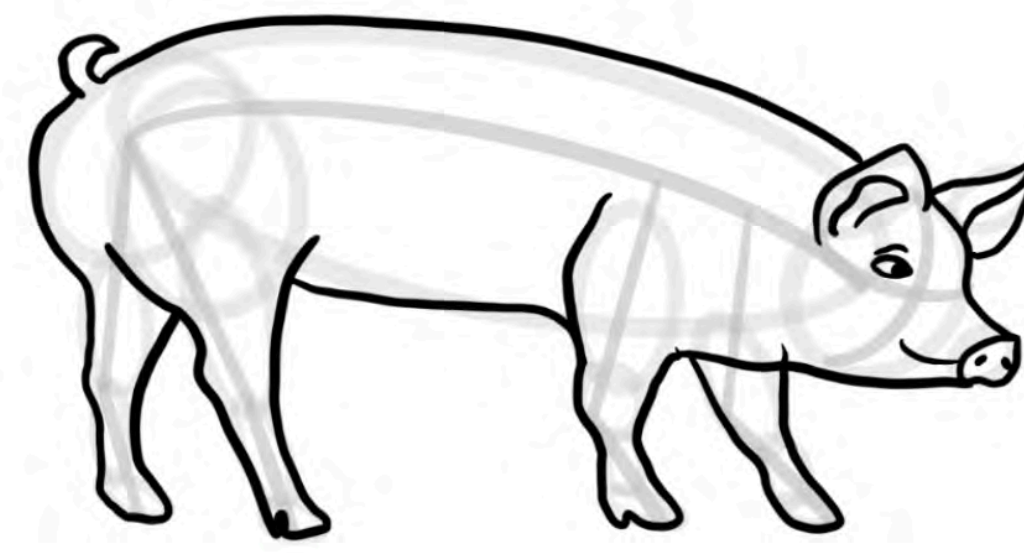
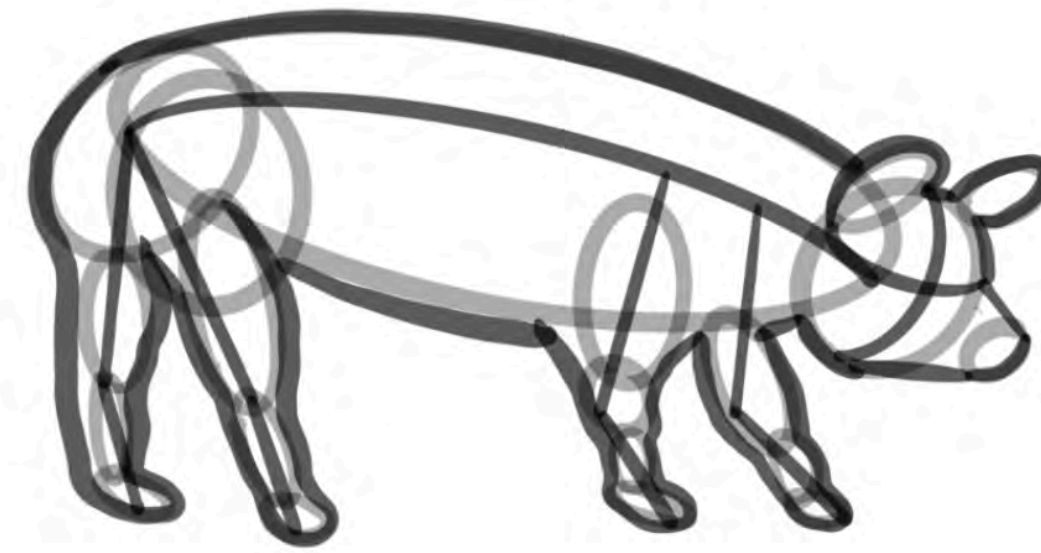
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# SOPHIE FREESTON

GRAPHIC DESIGN  
UI/UX DESIGN  
PHOTOGRAPHY

LEARN MORE:



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