

SOFIA MIKULSKI

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EXPERIENCE

Diablo Sugar Free

May 2025 – Sep 2025 · London

Graphic Designer

- Designed and delivered 20+ cross-platform media assets for social campaigns, increasing engagement by 25% and improving visual consistency across digital channels.
- Led the packaging redesign for three product lines, aligning visual strategy with brand identity.
- Collaborated with the web team to optimise UI layouts and digital touchpoints, enhancing user navigation and boosting session duration by 15%.

LightHouse (LTHS) Studio

Jun 2024 – Sep 2024 · London

Visual Design

- Created immersive environments and visual storytelling elements for digital media projects viewed by 100K+ users.
- Produced and iterated 20+ production-ready design assets in collaboration with art directors and creative teams.
- Implemented an asset management workflow that reduced production prep time by 30%, improving team efficiency across departments.

Fluffy (Techstars 2022)

Jun 2023 – Sep 2023 · London

Design Associate

- Conceptualised and executed 20+ advertising campaigns across print, digital, and social media.
- Co-led the creation of a digital brand system (colour, typography, UI components), ensuring visual cohesion across all touchpoints.
- Collaborated with marketing and product teams to deliver design assets that supported a £250K Techstars seed funding milestone.

EDUCATION

Loughborough University 2023 – Present

BA (Hons) Graphic Design

Visual Communication

Typography

Digital Design

Design Theory and History

Creative Problem Solving

Branding and Identity

Print and Publication

Motion Graphics and Animation

SKILLS

Adobe Illustrator ● ● ● ● ●

Procreate ● ● ● ● ●

Photoshop ● ● ● ●

InDesign ● ● ● ●

Premiere Pro ● ● ● ●

Figma ● ● ● ●

Adobe Audition ● ● ●

Fusion 360 ● ● ●

Blender ● ● ●