

# SOPHIE BAARS

STUDENT INDUSTRIAL DESIGN



## PROFILE

*My full name is Sophie Emmaline Marleine Baars and I was born on the 25th of September, 1998, in Tiel, the Netherlands. I am an ambitious, organized, creative and extraverted student. Furthermore, I am interested in art, photography, design and fashion.*



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sophiebaars.nl

## EDUCATION

### CAMBRIDGE ENGLISH: ADVANCED (CAE)

*O.R.S. LEK & LINGE/2013-2014*

### INTERNATIONAL BACCALAUREATE IN ENGLISH A: LANGUAGE AND LITERATURE - HIGHER LEVEL

*O.R.S. LEK & LINGE/2014-2016*

"The English A: language and literature course introduces the critical study and interpretation of written and spoken texts from a wide range of literary and non literary genres." (IB website)

### BSC INDUSTRIAL DESIGN

*UNIVERSITY OF TECHNOLOGY EINDHOVEN/2016-present*

Industrial Design teaches students to create interactive products, systems and services to make life more comfortable. Industrial Design is about innovation, creativity, technology, user needs, aesthetics, societal and business interests. My focus within Industrial Design lies within fashion, aesthetics, branding and marketing.

## PROFESSIONAL

### SALES EMPLOYEE

*HEMA/2013-2015*

### BARISTA/WAITRESS

*EVA & ELVIRA CONCEPTSTORE/2015-2017*

### DESIGN INTERN (USER CENTERED)

*GEORGE & HARRISON/July 2017-August 2017*

During my internship at graphic design studio 'George & Harrison', I worked on my graphic design skills and learned more about User-centered design. I was involved in the projects for GLOW Eindhoven, Sense.info and MBO Utrecht.

### BARISTA

*COFFEELAB UC/February 2018-November 2018*

### GRAPHIC DESIGNER

*PROPORTION FOUNDATION/since February 2018*

I work here as a freelance graphic designer. I mostly design the lay out of their reports.

### INTERN PHOTO&VIDEO PRODUCTION

*HUNKEMÖLLER/September 2018-January 2019*

I was part of the photo & video production team during this internship at the department of Creative Marketing. I helped develop and realize concepts for Hunkemöller's marketing campaigns. I also worked in this position for another month as a freelancer.

## SKILLS

InDesign	<div><div style="width: 75%;"></div></div>
Photoshop	<div><div style="width: 75%;"></div></div>
Illustrator	<div><div style="width: 60%;"></div></div>
Premiere Pro	<div><div style="width: 60%;"></div></div>
Photography	<div><div style="width: 75%;"></div></div>
Dutch	<div><div style="width: 100%;"></div></div>
English	<div><div style="width: 100%;"></div></div>
French	<div><div style="width: 20%;"></div></div>
HTML	<div><div style="width: 40%;"></div></div>
CSS	<div><div style="width: 40%;"></div></div>

## EXTRA CURRICULARS

### UNiD MAGAZINE - PUBLIC RELATIONS

*STUDY ASSOCIATION LUCID/september 2016-Juli 2017*

As a member of the PR-team, I have learned how to work together with different companies and how to promote the magazine by means of social media, hosting events etc.

### LUCID.BAR MANAGEMENT - HEAD OF PROMOTION

*STUDY ASSOCIATION LUCID/June 2017-present*

As a member of the Lucid.Bar management and head of promotion, I am in charge of any visual representation of the bar. I create the graphics, am responsible for any promotional activities, and join the discussion during our meetings with the management.



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