

Sophie Butler

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📍 Manchester

PERSONAL PROFILE

Manchester-based Packaging Designer with five years' experience across toy, stationery and licensed product sectors. Experienced in leading product lines from concept through to production, combining creative innovation with strong commercial awareness. Skilled in developing cohesive brand identities, trend-led packaging and print-ready artwork that drives consumer engagement and retail impact.

EXPERIENCE

HTI Group - Packaging Designer

June 2025 - Present

- Lead the creative development of multiple product lines, overseeing packaging from initial concept through to final print-ready artwork.
- Manage brand consistency across ranges, ensuring cohesive visual storytelling and strong shelf presence.
- Create and output production-ready artwork, liaising with suppliers and internal teams to ensure smooth delivery.
- Work across licensed and own-brand products, balancing creative vision with brand guidelines and compliance requirements.

The Works - Freelance Packaging Designer

Feb 2025 - May 2025

- Design packaging for children's toy products, ensuring brand consistency.
- Create original branding and packaging artwork, ensuring products stand out in the market.
- Manage multiple projects from concept to final execution under tight deadlines, balancing creativity with efficiency.

RMS International - Mid-Weight Packaging Designer

Jul 2024 - Dec 2024

- Design packaging for children's toys and stationery products, ensuring brand consistency.
- Develop cutter guides and high-quality mock-up samples for product presentation.
- Manage projects from concept to final execution, collaborating with cross-functional teams.
- Create visually appealing artwork that aligns with client briefs and brand guidelines.

Danilo Promotions - Junior - Mid-Weight Designer

Jul 2021 - Jun 2024

- Designed licensed products, including greeting cards, gift wrap, and packaging materials.
- Worked closely with licensors to ensure designs aligned with brand values and aesthetics.
- Presented designs at leading industry exhibitions, including PG Live 2022 and Spring Fair 2023.
- Designed promotional materials for industry publications such as Greetings today and Progressive Greetings

EDUCATION

Nottingham Trent University

BA (Hons) Graphic Design
2.1
2017 - 2020

Stourbridge College

Art and Design Foundation Diploma
Merit
2016 - 2017

Halesowen College

Art and Design Level 3 Diploma
Distinction, Distinction, Merit
2014 - 2016

KEY SKILLS

- Proficient in Adobe Illustrator, InDesign and Photoshop
- Trend research & market awareness
- Brand development & visual storytelling
- Licensed product design
- Print production & artwork for manufacture
- Mock-up & cutter guide creation

Additional Information

- Full Clean UK Driving Licence

INFO

Address

Castlefield, Manchester, UK

REFERENCES AVAILABLE UPON REQUEST

HOBBIES & INTERESTS

- Exploring new restaurants & food trends
- Running & swimming
- Photography & Illustration
- Pottery & craft workshops
- Socializing & meeting new people
- Cinema & theatre
- Craft fairs & makers markets