

Sophie Butler

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📍 Manchester

PERSONAL PROFILE

Bringing brands to life through packaging and stationery design, I thrive on creating visually impactful and commercially successful products. As a Manchester-based graphic designer, I specialize in greeting cards, packaging, and stationery, combining creativity with strategic thinking to create engaging designs that connect with consumers. My expertise lies in developing innovative concepts, refining brand aesthetics, and ensuring cohesive visual storytelling across print and packaging.

EXPERIENCE

The Works - Freelance Packaging Designer Feb 2025 - Present

- 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
- Capable using Premier Pro and Aftereffects.
- Strong understanding of typography, layout, and color theory
- Experienced in packaging and stationery design, including cutter guides and mock-ups

Additional Information
- Full Clean UK Driving Licence

INFO

Date of birth
12-08-1998

Address
Salford, Manchester

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