Indi Sofyar

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EDUCATION

Bachelor of Commerce (International Business) Jan 2018 – expected Aug 2022
UNSW Sydney *Distinction Average*

Bachelor of Design (UX and Graphic Design) Jan 2018 – expected Aug 2022
UNSW Sydney *Distinction Average*

TECHNICAL SKILLS

UX Design Prototyping, ideation, wireframing, Adobe XD, Figma, and Sketch
Graphic Design Adobe Illustrator, Indesign, Photoshop and Premiere Pro
Web Development HTML, CSS and Bootstrap

WORK EXPERIENCE

Peer Educator and Youth Advisor Nov 2019 - Current
NSW Health
- Provided advice to Family Planning NSW regarding the appropriateness of their graphic design to young people leading to refined design outcomes
- Facilitated 4 online focus groups with 30+ students in partnership with UNSW Health Promotions which identified ways to expand health services at university
- Engaged with 500+ young people distilling sexual health and drug and alcohol safety information

Painting Instructor Oct 2020 - Current
Pinot and Picasso Randwick
- Independently taught painting classes of 10-25 people in which I provided instructions, support and positive customer service
- Promoted the organisation through high quality social media posts and stories leading to increased engagement and 400+ new followers

Council Officer Dec 2019 – Dec 2020
UNSW Student Representative Council
- Organised 12 events to supply social, financial, and advisory support to the student body
- Engaged in monthly SRC meetings which included submitting reports, discussing viewpoints and voting on motions aimed at improving student welfare
- Collaboratively created and facilitated an online workshop with 25 participants to support the professional development and ethics within UNSW clubs and societies

CO-CURRICULAR ACTIVITIES

UX Designer May 2021 – Current
UNSW Digital Society
- Completed an 8-week program in which I worked in a team of 4 as a designer to identify ways in which UNSW's course delivery platform – Moodle – could be developed
- Currently participating in a UX audit for the organisation Lumaway

University of the Future Design Sprint Aug 2021
UNSW Founders
- Won first place in a one-day pitching competition about what universities could look like in the future

Publication Designer   Feb 2021 – Current
UNSWeetened Literary Magazine
- Managed the layout for UNSWeetened literary journal based on a design brief as well as visual research and brainstorming in collaboration with 4 illustrators and the head editor

Consultant   Feb 2021 – Jun 2021
Social Entrepreneurship Practicum Course
- Supplied consultancy services for The Big Fix Media which identified ways to enhance marketing for their organisation

Graphic Designer   Mar 2020 – May 2021
UNSW Theatrical Society
- Designed graphic design assets for 2 plays in response to design briefs and the requests of the head designer and marketing team

REFEREES

Referees available on request