



Sofia W. Toi

Illustrator & Creative

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I am a diverse trilingual creative. Fluent in English, Spanish, and Portuguese.

EDUCATION

Postgraduate Degree- ILLUSTRATION •
FALMOUTH UNIVERSITY (2020-present- Remote)

Bachelor's Degree- ILLUSTRATION • FALMOUTH UNIVERSITY (Sep 2017-May 2020 Falmouth, Cornwall)

Higher Education Diploma- UAL ART AND DESIGN FOUNDATION COURSE • MET COLLEGE (Sep 2016- July 2017 Brighton & Hove)

English GCSE- MET COLLEGE (Sep 2016- June 2017- Brighton & Hove, UK)

7 A-Level & 10 GCSE equivalent- SECONDARY SCHOOL • ESCOLA SECUNDÁRIA JÚLIO DANTAS (Sep 2013 June 2016 - Lagos, Portugal)

EXPERIENCE

Waitress/ Bartender - La Choza - Brighton, UK (April 2022- present): Customer service skills; Taking orders; Preparing drinks; Numeracy; Memory; Verbal communication skills.

Social Media Content Creator - LMSUK (December 2021- February 2022): Communicating; Creating multimedia content; Refining a brands voice; Digital marketing; Customer care; Following brand guidelines; Making connections; Understanding stats; Creating ads.

Editorial Illustrator - Mouting Off Magazine (March 2021- March 2022): Teamwork; Liaising with editor; Working within a set time scale; Analysing briefs;

Researching; Idea generation and providing roughs for approval.

Freelance Illustrator & Designer- album cover designs, posters, branding, webcomics, packaging (May 2020- present): Working alongside clients to their specifications; Giving best service possible; Creating Invoices; Following brand guidelines.

Ideas Generation Workshop Weekend - Werkhouse in Taxi Studios- Bristol, UK (20-21 November 2021): Working with a client brief; dissecting a brief to the main points; developing ideas as a team; understanding the roles in a design agency; presenting the ideas to a client.

Crew member team - WD&P / BAFTA- London, UK (15-18 February 2018): Liaising with team members & other companies; Working in a building site; Hanging branding; Painting sets; Heavy lifting; Keeping site clean & tidy; Set up of areas (including red carpet).

Illustrations and Manifesto - Pluralist, RCA's independent newspaper (February 2021): Negotiating with clients; Meeting deadlines; Sharing and discussing ideas; Approaching the commissioner; Gaining the knowledge of appropriate styles.

Selling my own Art at DIY Art Market - London, UK (5th December 2021): Dealing with cash and card; Meeting other creatives; Communicating with costumers; Understanding their needs; Developing sales & authority skills.

SKILLS & PERSONAL QUALITIES

Photoshop, InDesign, Illustrator, Printing, Ideas Generation, Drawing, Design, Visual problem solving, Animation, Branding, Creating Mock-ups, Packaging, Typography, Branding, DIY, Sculpting.

Empathetic. Works well with people. Reliable. Flexible. Well-presented. Focused. Ambitious. Disciplined. Quick problem solver. Good sense of humour.

(Personal and work references are available on request).