

Sophie Maresh

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PROFESSIONAL SUMMARY

Multidisciplinary Product Designer with expertise in UX/UI, brand systems, and product marketing. Skilled in building scalable design systems, shipping user-centered experiences, and collaborating cross-functionally from concept to launch. Proficient in Figma, prototyping, and accessibility best practices. Experienced in leveraging generative AI tools to accelerate ideation and support faster prototyping, research synthesis, and content generation.

CORE SKILLS

Product Marketing Strategy, UX/UI Design & Systems Thinking, High-Fidelity Prototyping, Brand & Messaging Development, WCAG Accessibility, Market Research & Competitive Analysis, Cross-Functional Team Leadership, Creative Direction
Tools: Figma, Adobe Creative Suite, Wix/Shopify, Webflow, Google Analytics, Jira

PROFESSIONAL EXPERIENCE

Senior Experience Designer — GSD&M | Austin, Texas | Feb 2021 - Present

- Owns system-level design across digital products for clients including Capital One, U.S. Air Force, and Warner Bros. Discovery
- Builds and maintains reusable Figma libraries (components, tokens, page-level templates) and creates clear documentation to support consistency, accessibility, and developer handoff
- Balances core product design responsibilities with hands-on contributions to brand design, marketing visuals, and content strategy.

Freelance Product & Brand Designer — Self Employed | Remote | Oct 2019 - Present

- Collaborates with early-stage teams to establish cohesive visual systems and launch brand-driven web experiences
- Creates comprehensive UI kits and component libraries that reflect brand identity and design consistency
- Prioritizes scalable, reusable design assets over one-off visuals to ensure brand longevity and ease of upkeep

Product Marketing & Creative Manager — Legal Drinking Agency | Austin, Texas | Jan 2018 - Oct 2019

- Transitioned from brand strategy into UX/UI ownership
- Developed product launch timelines and go-to-market strategies
- Managed creative contractors including graphic designers, web developers, and photographers
- Oversaw merchandise design and rollout, activations, PR outreach, and digital marketing campaigns for CPG brands including Susto Mezcal, Goodnight Loving Vodka, and FIX Vodka

Marketing Associate — Sol Marketing | Austin, Texas | Nov 2016 - Jan 2018

- Conducted and analyzed market research including focus groups, online surveys, and 1:1 interviews
- Oversaw creative output from vendors including video animation, graphic design, and photography
- Supported brand strategy and investor pitch workshops

EDUCATION

Bachelor of Arts in World Arts and Culture
University of California - Los Angeles, CA
2012 - 2016