

Sophie Maresh

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Summary

Multidisciplinary Product Designer focused on UX/UI and design systems. I build scalable, automated Figma libraries that support real products, teams, and long-term growth. Comfortable working end-to-end, from early concepts through launch, and partnering closely with product, engineering, and marketing to ship thoughtful, accessible digital experiences.

Core Skills

UX/UI Design, Design Systems, Product Marketing Strategy, High-Fidelity Prototyping, Brand Identity & Messaging, WCAG Accessibility, Market Research, Graphic Design, Creative Direction
Tools: Figma, Adobe Creative Suite, Wix/Shopify, Webflow, Google Analytics, Jira

Professional Experience

Senior Experience Designer

GSD&M | Austin, TX | Feb 2021 - Present

- Owns UX/UI design across digital products for clients including Capital One, U.S. Air Force and Space Force, and Warner Bros. Discovery
- Builds (0→1) and maintains Figma libraries (components, tokens, variables) 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

Product Marketing & Creative Manager

Legal Drinking Agency | Austin, TX | Jan 2018 - Oct 2019

- Developed product launch timelines and go-to-market strategies for CPG brands
- Oversaw merchandise design and rollout, activations, PR outreach, and digital marketing campaigns for Susto Mezcal, Goodnight Loving Vodka, and FIX Vodka
- Managed creative contractors (graphic designers, developers, photographers)

Marketing Associate

Sol Marketing | Austin, TX | Nov 2016 - Jan 2018

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

Education

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