



Sophie Collins
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Sophie Collins

Senior Experience Designer

Industry Experience

Ecotricity | August 2025 - Present

Experience Designer

- Accessibility implementation updates
- Building end to end service development
- Ownership of ongoing testing & research
- Delivered UX guidance for new product development

Dyson | October 2019 – July 2025

Senior Experience Designer | Oct 2023 – Present

- Led XL-UX Digital delivery of multiple new products
- Delegation and Omni-channel delivery
- Delivered Dysons first beauty formulations launch 2024

Mid-weight Digital Creative | April 2022 – 2023

- Interaction Design
- Wireframing & Prototyping
- Mobile First Responsive Digital Designs

Digital Creative | April 2019 – 2022

- Strategic Problem-Solving
- Design Thinking and Production
- End to End Product Design

MYA Consulting Ltd | June - Aug 2019

Creative Consultant

- Packaging Design & Web Design
- Photography and Photo Re-touching

Design 4 Results Ltd | Aug 2015 - 2019

Graphic Designer | Multiple clients

- Fragrance Packaging Design & Web Design
- Photography and Photo Re-touching

The Original Kitchen Company | Jan - June 2019

Kitchen Designer and Creative Lead

- Client facing presentation skills
- CAD Kitchen Design & Company Re-brand Lead

Apples to Pears Ltd | Sept 2017 – Nov 2018

Product Design & Artwork Executive

- Product Design
- Brochure and Website Design
- Gifting Product Design
- Sourcing from Overseas
- Brochure and Website Design

Tools Expertise

- Figma, Figjam, Sketch, Invision, Censhare
- Adobe Certified in InDesign, Photoshop & Illustrator
- Microsoft Office
- After Effects (film editing)
- Photography and photo retouching
- Free hand conceptual sketching

Methods & Processes

- End to End Product Design
- Wireframing & Prototyping
- User Research & Testing
- Journey Mapping
- A/B Testing
- Strategic Problem Solving

Experience & Soft skills

- Stakeholder Management
- Team Delegation
- Communication Skills
- Cross-functional Collaboration
- Presentation Skills
- Organisation & Administration

Awards

Gift of the Year 2020 - Wolf'em down dog treats

Education

Upper 2:1 Sustainable Product Design BA (Hons)

Falmouth University 2014 – 2017

Full clean drivers license