

# Sophie Luk

Experiential Designer and Freelance Illustrator

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<https://www.sophie-luk-portfolio.com/>

## Profile

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- 4 years of experience and knowledge in exhibit design, immersive themed experience design, concept development, graphic design, illustration, website design, 3d modeling, multimedia practices and brand communication
- 4 years of experience in being a team player and leader in group projects, have strong interpersonal and communication skills with the ability to prioritize deadlines while being organized
- Dedicated to be a responsible, hardworking person with high ethic standards
- Committed to continuous learning and develop high quality work
- Proficient in using Mac computers and Adobe CC apps (Photoshop, Illustrator, InDesign, After Effects, Aero, Audition, Premiere Pro), SketchUp, Figma, Procreate

## Education

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### Honours Bachelor of Experiential Design - Honours Baccalaureate Degree

Sheridan College, Oakville, ON (2022-2026)

- This program equips the graduate with a variety of design skills, including knowledge of materials and form, placemaking, exhibition design, branding communications, multi-sensory experiences, graphic design and interactive media. It also helps the graduate to practice management skills, such as creative collaboration, leadership and interdisciplinary team building in order to meet professional standards.
- Final year GPA 3.8, program cumulative GPA 3.56

## Work Experiences

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### WeatherstonBruer Associates (internship)

Worked as an exhibition design intern for WeatherstonBruer Associates for 420 hours during summer break (May 2025-July 2025).

- Designed exhibit-related elements, such as graphic design, color scheme design, photo editing, and graphic illustrations
- Worked on site planning research, prototype research and analysis
- Participated in meetings with clients and architects
- Enhanced skills related to interpersonal development and design skills, such as office communication skills and shortcuts for using Adobe CC programs

### March Break Clay and Craft Camp poster (client work)

Designed poster to promote the 'March Break Clay and Craft Camp' organized by Blue Tadpole Studio, Mississauga.

- Combined graphic design and digital illustrations
- Designed a fun and playful tone for graphics to suit studio style and fulfil client's expectations
- Learned to communicate with client to understand client's expectations, created design according to client's requirements

### Logo Design (voluntary work)

Developed logo concepts for Inception Electronics Company Limited, Hong Kong.

- Designed 4 logo concepts
- Learned to communicate with client to understand client's expectations, created design according to client's requirements

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## Extracurricular Activities

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### **Creative Campus Trafalgar Road Gallery Installation Volunteer - Art Gallery Exhibition Installer**

Sheridan College, Oakville, ON (On-site) (October 04, 2023 - December 21, 2023)

- Assisted the installation of artworks at the Trafalgar Road Gallery and performed duties such as hanging and organizing artworks under curator's supervision, designing exhibition layout and work closely with a diverse range of artists
- Gained valuable applied experience in exhibition design and handling installations

## Awards

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### **Collaborative Online International Learning (COIL) - Certificate of participation**

- Participated in a Collaborative Online International Learning (COIL) experience in the Creative City and Culture course in partnership with the University of Monterrey (Mexico) during the Fall 2023 semester

### **Asia Pacific Arts & Innovation Competition - 1st Runner-up**

- Won 1st runner-up in 2024 Hong Kong APACCA PAINTING competition's open section

### **Association of Arts and Culture (HK) Competition - Champion**

- Won Champion in 2024 Association of Arts and Culture (HK) illustration competition