

SOPHIA DIPIETRO

Oakdale, MN 55128

(612) 559-6008 | sophia.dipietro04@gmail.com

LinkedIn: www.linkedin.com/in/sophia-dipietro-

Aspiring Product Designer with a focus on consumer products, brand design, and user-centered experiences. Experienced in translating concepts into visual and physical design solutions, with a strong foundation in retail trends, consumer behavior, and cross-functional collaboration.

EXPERIENCE

American Marketing Association Competitor Finalist

February 2026

University of Minnesota Duluth

- Developed and presented strategic design and marketing solutions for real-world business challenges
- Collaborated in team-based competitions focused on branding, digital design, and consumer strategy
- Applied trend analysis and consumer insights to inform creative directions

Exhibition Designer

February 2025- April 2025

University of Minnesota Duluth

- Led design development for a large-scale exhibition, translating concepts into cohesive visual and spatial experiences
- Developed layouts, materials, and visual systems aligned with brand direction and user flow
- Collaborated with cross-functional teams to execute over 80+ design elements, ensuring consistency and quality

Marketing Analytic and Sales Associate

October 2023-October 2024

Plato's Closet, Duluth MN

- Analyzed consumer behavior and retail trends to inform merchandising and promotional strategies
- Partnered with leadership to develop marketing initiatives that increased in-store engagement and customer acquisition

Best Buy Inclusion and Development Program

August 2023

Best Buy Headquarters, Minneapolis MN

- Participated in corporate development program focused on design, business strategy, and cross-functional collaboration
- Engaged with professionals across departments to understand product development and corporate workflows

ADDITIONAL CUSTOMER SERVICE EXPERIENCE

Server

August 2023-Present

Canal Park Brewing, Duluth MN

- Delivered high-quality customer experiences in a fast-paced environment
- Strengthened communication and multitasking skills while managing high-volume service

EDUCATION

Bachelor of Arts Graphic Design Marketing

May 2026

University of Minnesota Duluth

- Key Courses: User-Centered Design, UI/UX Systems, Marketing Research, Consumer Behavior, and more.

Flaherty Family Foundation Scholar

2019-Present

- Criteria: good grades, above 3.0 GPA, and involvement in my community

SKILLS

- Figma, Adobe InDesign, Illustrator, Photoshop, Canva, UI/UX Design & User-Centered Design, Market & Consumer Research, Data Analysis (Microsoft Excel), Team Collaboration & Project Management

