

SOPHIA DIPIETRO

Oakdale, MN 55128

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Aspiring Apparel Designer with experience in trend analysis, consumer insights, merchandising, and retail-focused design. Passionate about fashion trends and creating consumer-driven products that connect brand strategy with customer needs.

EXPERIENCE

Retail Trend & Consumer Insights Associate

October 2023-October 2024

Plato's Closet, Duluth MN

- Analyzed customer purchasing patterns and emerging fashion trends to support merchandising and promotional strategies.
- Identified consumer preferences and high-performing apparel categories through daily customer interaction and retail analysis.
- Collaborated with leadership on visual presentation and customer engagement initiatives in a fast-paced retail environment.
- Assisted with visual merchandising and product presentation to enhance customer engagement and sales.

Exhibition & Visual Experience Designer

February 2025- April 2025

University of Minnesota Duluth

- Led concept development and visual storytelling for a large-scale branded exhibition experience.
- Developed layouts, materials, and visual systems focused on customer flow and brand consistency.
- Collaborated across teams to execute 80+ design deliverables while managing timelines and creative alignment.

American Marketing Association Competitor Finalist

February 2026

University of Minnesota Duluth

- Developed consumer-focused branding and design solutions for real-world business challenges.
- Applied market research, trend analysis, and consumer insights to inform creative direction.
- Presented strategic concepts in competitive, team-based environments with cross-functional collaboration.

Best Buy Inclusion and Development Program

August 2023

Best Buy Headquarters, Minneapolis MN

- Participated in corporate development programming focused on design thinking, business strategy, and collaboration.
- Engaged with professionals across retail, marketing, and product development teams to understand customer-centered innovation.

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 Creative, Fashion Trend Research, Trend Analysis, UI/UX Design & User-Centered Design, Market & Consumer Research, Data Analysis (Microsoft Excel), Team Collaboration & Project Management