

# Sofia Vereda Ruiz

## Product & UI/UX Designer

soveru.com · sofiavereda@gmail.com · +1 424 251 2785

Product and UI/UX designer with an engineering background in product & service design, and hands-on experience taking a brand from a sketch to a paying customer. Co-founder of Sunny and Shady, a stationery brand sold in two countries, where I led visual identity, product design and go-to-market end to end. I design interfaces and systems that are simple to use and consistent to scale, and I use data (campaign metrics, conversion, engagement) to check that they actually work. Comfortable across Figma, Adobe Creative Suite, CAD tools and AI tools like Claude, which I use to prototype and build interactive case studies quickly; fluent in English (C1) and native in Spanish.

### SELECTED PROJECTS

#### Sunny and Shady *Brand · Product · Content*

Co-founded and designed the identity for a stationery brand built on two illustrated characters: three annual planner editions (170 designed pages each), fully localized for two hemispheres and sold on Etsy and Shopify, plus the social video content that carries the same voice onto Instagram and TikTok.

[View case study ↗](#)

#### A Planner with Two Modes *UI/UX · Product Design*

Designed a companion app for Sunny and Shady: one mode to plan the week, another to review how it actually went. Seven screens, the flows behind them, and character-driven copy throughout.

[View case study ↗](#)

#### Mooring at Two Harbors *UI/UX · Product Design*

Designed a booking app for boaters crossing to Catalina Island: register your boat once and only ever see the moorings that fit it, with the mooring holder a message away. Nine screens and a working prototype.

[View case study ↗](#)

#### Trip with Friends *Product Design · Built & Shipped*

Designed and built a live group-trip planner: vote on dates, split expenses fairly (including partial splits between just some travelers) with automatic settle-up, and divide the packing list.

[Open the tool ↗](#)

### EDUCATION

#### Master's Degree, Product & Service Design Engineering (UX/UI)

Oct 2020 – Jul 2021

Alfonso X El Sabio University ·  
Madrid, Spain

#### Bachelor's Degree, Industrial Design Engineering & Product Development

Sep 2016 – Jul 2020

Alfonso X El Sabio University ·  
Madrid, Spain

#### Academic English Program, Level C1 (Advanced)

Oct 2020 – Jul 2022

University of California, San  
Diego (UCSD) · San Diego, USA

#### Master's Degree, Secondary & Baccalaureate Teaching

Mar 2023

Alfonso X El Sabio University ·  
Madrid, Spain

#### High School Exchange Year, Rotary Youth Exchange

Peninsula High School ·  
California, USA

### SKILLS

#### Design & Prototyping

Figma · UX/UI design · Brand  
identity & visual systems ·  
Prototyping · Photoshop ·  
Illustrator · Premiere

## EXPERIENCE

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### Co-Founder & Product Designer, Sunny and Shady

2023 – Present

*Self-employed*

- Co-founded the brand and led its visual identity, product design and content strategy from concept to market, working remotely across time zones with a co-founder.
- Designed three annual planner editions (170 pages each), fully localized per hemisphere, sold on Etsy and Shopify.
- Directed brand voice and video content across Instagram and TikTok, translating the two characters into scripts and short-form video.
- Planned and ran Meta Ads campaigns end to end (audience targeting, budgets, A/B testing), using CTR, CPC and ROAS to guide creative and spend decisions.
- Extended the brand into a digital product, designing a companion planner app end to end (see Selected Projects).

### Interior & Spatial Designer

Sep 2021 – Apr 2023

*Freelance · California, USA*

- Designed 3D interior concepts for residential clients across California, from concept through delivery.
- Designed logos and custom visual assets for clients, turning briefs into finished visual solutions.

### Technology, Mathematics & Robotics Intern Teacher

Oct – Dec 2023

*Diocesan School, Sacred Heart of Jesus · Seville, Spain*

- Taught technology and robotics fundamentals, translating technical concepts into lessons students could act on.

### Business Intern

Jan – May 2020

*Sacyr Infraestructuras · Spain*

- Managed the customer database and communications, and supported purchasing for the department.

## AI Tools

Claude (Claude Code) for interactive prototyping and case study development · AI-assisted content and image generation · ChatGPT

## Product & Industrial Design

CATIA V5 · AutoCAD · KeyShot · Enscape · SketchUp

## Growth & Content

Meta Ads Manager · Campaign strategy & analytics · Content planning · WordPress

## Office

Excel · Word · PowerPoint

## LANGUAGES

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### Spanish

Native

### English

C1 (Advanced)