



SOPHIA LARSON

GRAPHIC DESIGN & ILLUSTRATION

JULY 2025

RESUME

Hi there! My name is Sophia Larson. I am a visual storyteller, proud Minnesotan, & outdoorsman.



651-888-1384



sophia@sophialarson.com

WORK

Royal Bank of Canada

Graphic Designer, 12/24 – Present

- Social graphics & print collateral for wealth management client events

Wild Rivers Conservancy

Design Contractor, 4/25 – 6/25

- Biocontrol pocket guide, volunteer manual, & interactive sticker sheet
- Fieldwork photography

U.S. Bank

Graphic Designer, 9/21 – 12/24

Graphic Design Intern, 6/20 – 8/20

- Illustrated library of 300+ assets & wrote illustration brand guidelines
- Cross-media ad campaigns

University of Wisconsin-Stout

Social Graphic Designer, 9/19 – 4/21

- Designed for & managed social
- Developed branding & assets for UW-Stout Career Conference

Entegris

Graphic Design Intern, 5/19 – 8/19

- Built SharePoint image library
- Standardized social ad templates

EDUCATION

University of Wisconsin-Stout

Bachelor of Fine Arts, 9/17 – 5/21

Graphic Design & Interactive Media

VOLUNTEERISM

Friends of the Boundary Waters

Graphic Designer | 4/25 – 6/25

Save the Boundary Waters

Graphic Designer | 5/23, 7/24, & 4/25

Wildlife Rehabilitation Center

Graphic Designer | 4/25 – 6/25

Mammal Nursery | 8/24 – 9/24

Songbird Nursery | 5/22 – 8/22

The Nature Conservancy

Graphic Designer | 7/24

Sierra Club MN Chapter

Graphic Designer | 12/21

PROFICIENCIES

- Adobe Suites
- Microsoft 365
- Illustration
- Animation
- Typography
- Photography
- Videography
- Copywriting
- Social media management
- Brand design
- Web design
- HTML & CSS

AFTER HOURS

- Rock climbing
- Identifying birds
- Camping with friends



COVER LETTER

To Whom it May Concern,

My heart has always been pulled in two directions: creative endeavors & conservation. As a kid, the only time not spent wandering the marsh behind my grandpa's house was devoted to identifying & illustrating the birds I had seen. I didn't realize it then, but this wholesome love for our natural world would continue to be a lifelong well of artistic inspiration.

Over the course of 3 years at U.S. Bank, I developed my niche in illustration and cross-media marketing. This experience acclimated me to high project volume & emphasized the efficacy of proactive communication. The variety of design requests shaped me into a self-disciplined & agile designer; whatever the task, I am always eager to jump in. Examples of content produced include: social ad campaigns, animations, event signage, direct mail, pamphlets, infographics, stationary, banner ads, t-shirts, & posters. My proudest achievement at U.S. Bank was the illustration library, which I personally built out to over 300 assets. I hosted a training seminar, streamlined design processes, & wrote an expansion upon the brand guidelines. Throughout the process, I consulted with DEI experts to ensure that the library of illustrations thoughtfully represented a diversity of identities.

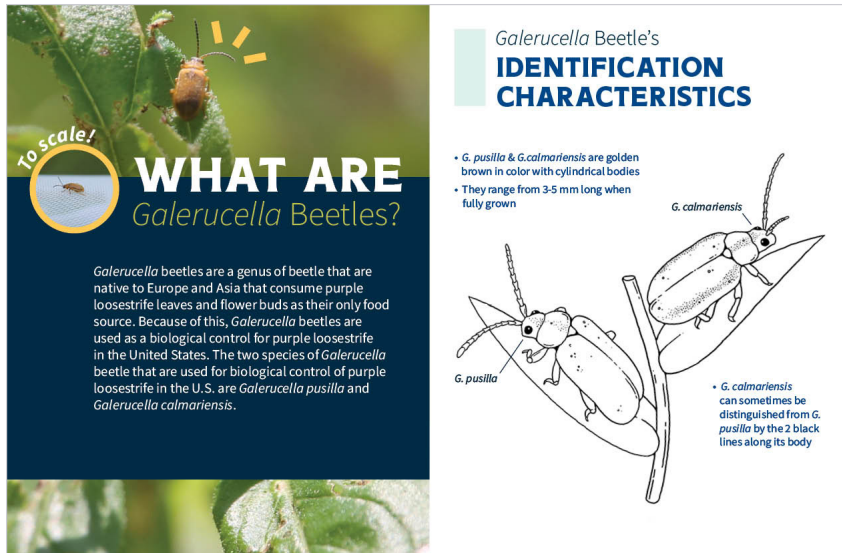
My experience this spring as a design contractor at Wild Rivers Conservancy confirmed my feelings that this is the beginning of a lifelong career in conservation. This design work entailed the creation of a printed pocket guide, manual, & interactive sticker sheet. I also assisted with fieldwork photography & videography. If I could go back in time & tell my childhood self that I was getting paid to draw beetles, I think I'd be pretty pleased!

Outside of work, I love volunteering when I can. When project needs arise, I volunteer with Friends of the Boundary Waters, Save the Boundary Waters, & the Wildlife Rehabilitation Center of MN. Through these incredibly rewarding gifts of my time & talent, I had an epiphany that my passion for creativity & conservation could align. I'm determined to apply my expertise toward affecting positive, environmental change at a local level. I believe that visual & written storytelling are powerful tools in garnering the kind of critical engagement needed to forever protect our wild places & native species. I feel particularly passionate about connecting underserved communities to outdoor recreation & education; it's proven way to get people to care more deeply about our natural world. I would love to contribute my creative skillset toward your mission of furthering conservation & education! I look forward to hearing from you on how I can help.

**Best,
Sophia Larson**

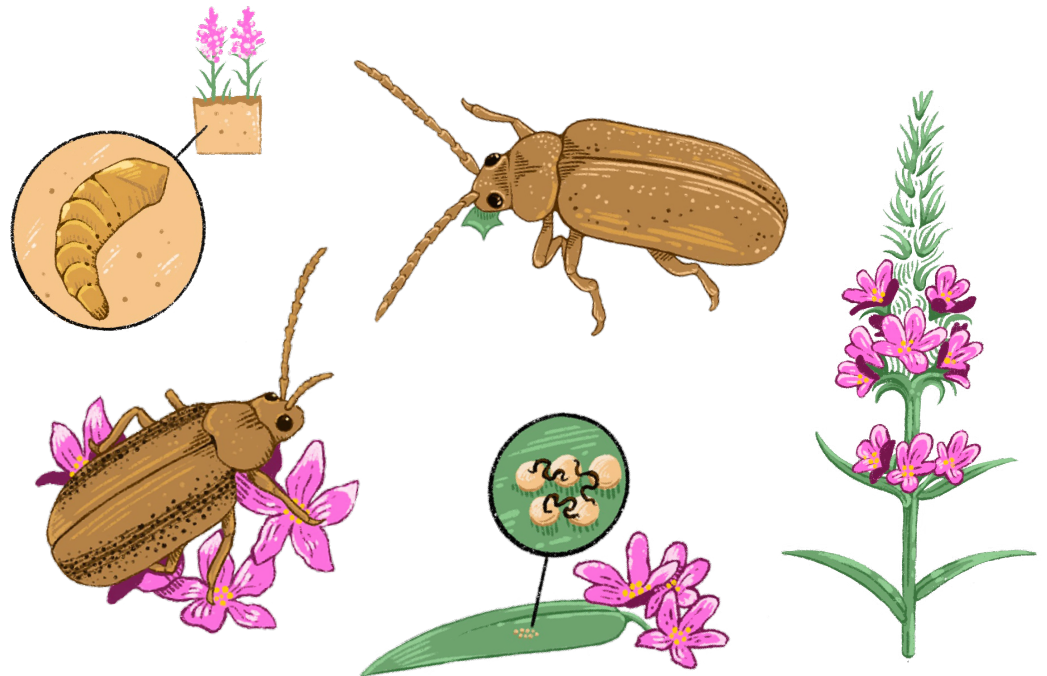
PORTFOLIO





Biocontrol Pocket Guide Wild Rivers Conservancy

This spring, I had the pleasure of contracting with Wild Rivers Conservancy to produce a printed pocket guide that aims to educate volunteers on the purple loosestrife biocontrol project. I also assisted with fieldwork photography for beetle collection events. I'll never turn down an opportunity to put waders on!



Samples of lifecycle illustrations from accompanying sticker sheet.



Peat Bog Merch

Friends of Sax-Zim Bog

Last summer, I picked up screenprinting again. After thrifting an armful of shirts, I designed a nostalgic infographic that delineates the differences of peat-based ecosystems. I created a small collection of nearly 20 hand-printed shirts, which I sold to friends. 100% of the proceeds were donated to Friends of Sax-Zim Bog in northern Minnesota.

One of my favorite projects to date was partnering with Friends of the Boundary Waters to create a 50 year brand campaign!

1. Primary logo
2. Sticker design
3. Alternate logo



BWCAW Volunteerism

Friends of the Boundary Waters & Save the Boundary Waters

In an era dominated by social media, design plays a vital role in compelling people to speak up in defense of Minnesota's wilderness. With so much at stake, I've spent a great deal of the last few years working with local non-profits to protect this wild place for future generations.



1.



2.



46 to 46 Anniversary Wildlife Rehabilitation Center of Minnesota

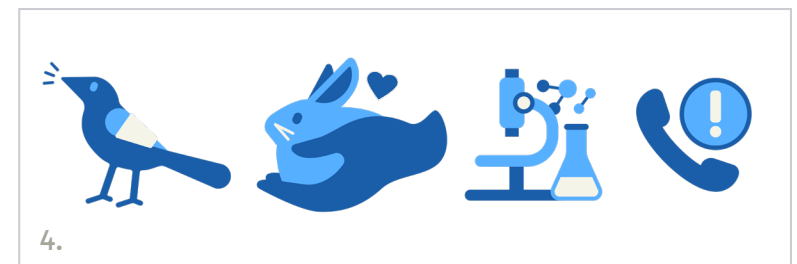
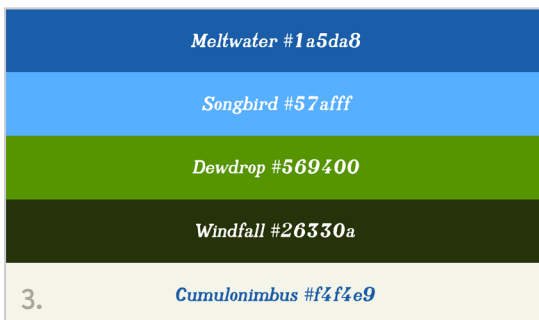
After aiding in hands-on wildlife rehabilitation, I felt empowered to lend my design skills. This summer, I created an anniversary look & feel for the Wildlife Rehabilitation Center of Minnesota. This brand campaign celebrates a major milestone: 46 years ago, they had 46 patients. Today, they are the world's busiest wildlife hospital!

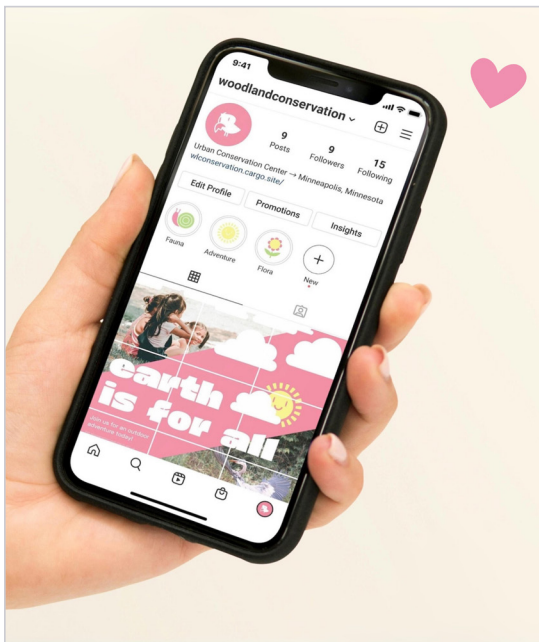
1. Primary logo

3. Palette

2. Alternate logo

4. Illustration set



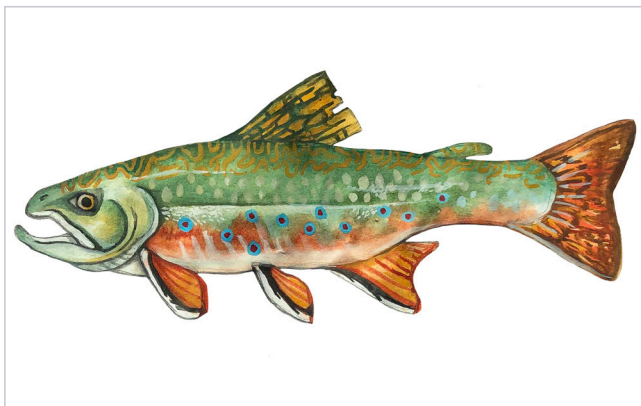


Woodland Conservation UW-Stout Capstone

Though Woodland Conservation Center is fictional, environmental education is a cause that is near & dear to my heart. Through my last semester at UW-Stout, I dedicated myself to building a brand identity that I believed in— one that instills an informed & protective love for our natural world. Dive into the research & check out the Instagram page on my website: sophialarson.com ↗

Eloise Butler

through the seasons



Illustration

Personal Projects

Drawing was what started it all! Outside of work, I love to dig into any kind of creative project I can get my hands on. Printmaking & painting are a few of my favorites.





3 DESIGN TENETS

1. Constructive criticism polishes any design. Seek feedback & keep an open heart!
2. Concept, concept, concept! Sometimes 50 mediocre directions yield THE idea. Embrace ideation.
3. Proactive communication makes for great creative collaboration. Ask questions & take notes.

CREATIVE PROCESS

Converse	It begins with a simple chat! I like to start by identifying creative potential & asking questions.
Ideate	This is where the deep thinking happens! I throw everything at the board to see what concepts stick. Physical sketching is often involved.
Focus	I present initial visual directions and we narrow the scope to a select few. Finally, we identify a chose concept.
Refine	I refine the chosen concept and present the first draft. From there, I incorporate feedback.
Finalize	I deliver the final packages and back up organized files. That's a wrap!



| DESIGN RATE

I offer two design fee options. I am happy to discuss what works best for you & like to be flexible with non-profit clients. I usually offer the first project pro-bono!:

→ **Hourly Rate:** \$35-40/hour

→ **Flat Rate:** Depending on project scale & timeline, a flat rate can be arranged. For a project similar in length to the design contract I completed with your organization in June, I would charge approximately \$3,500-\$4,000 (assuming ~100 hours spent working).



REFERENCES

MARIA YOUNG

**Invasive Species Coordinator
at Wild Rivers Conservancy**
mariajy99@gmail.com

BRITTNEY YOHANNES

**Communications Director at
Wildlife Rehab Center of MN**
byohannes@wrcmn.org

PETE MARSHALL

**Communications Director at
Friends of the Boundary Waters**
pete@friends-bwca.org

MEGAN WIND

**Creative Content Manager
at Save the Boundary Waters**
megan@savetheboundarywaters.org

THANK YOU!

All photography taken on my film camera. Want to see more? Check out my portfolio!:

Visit sophialarson.com↗



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