

Sophie Douglas

Mid-Weight Designer

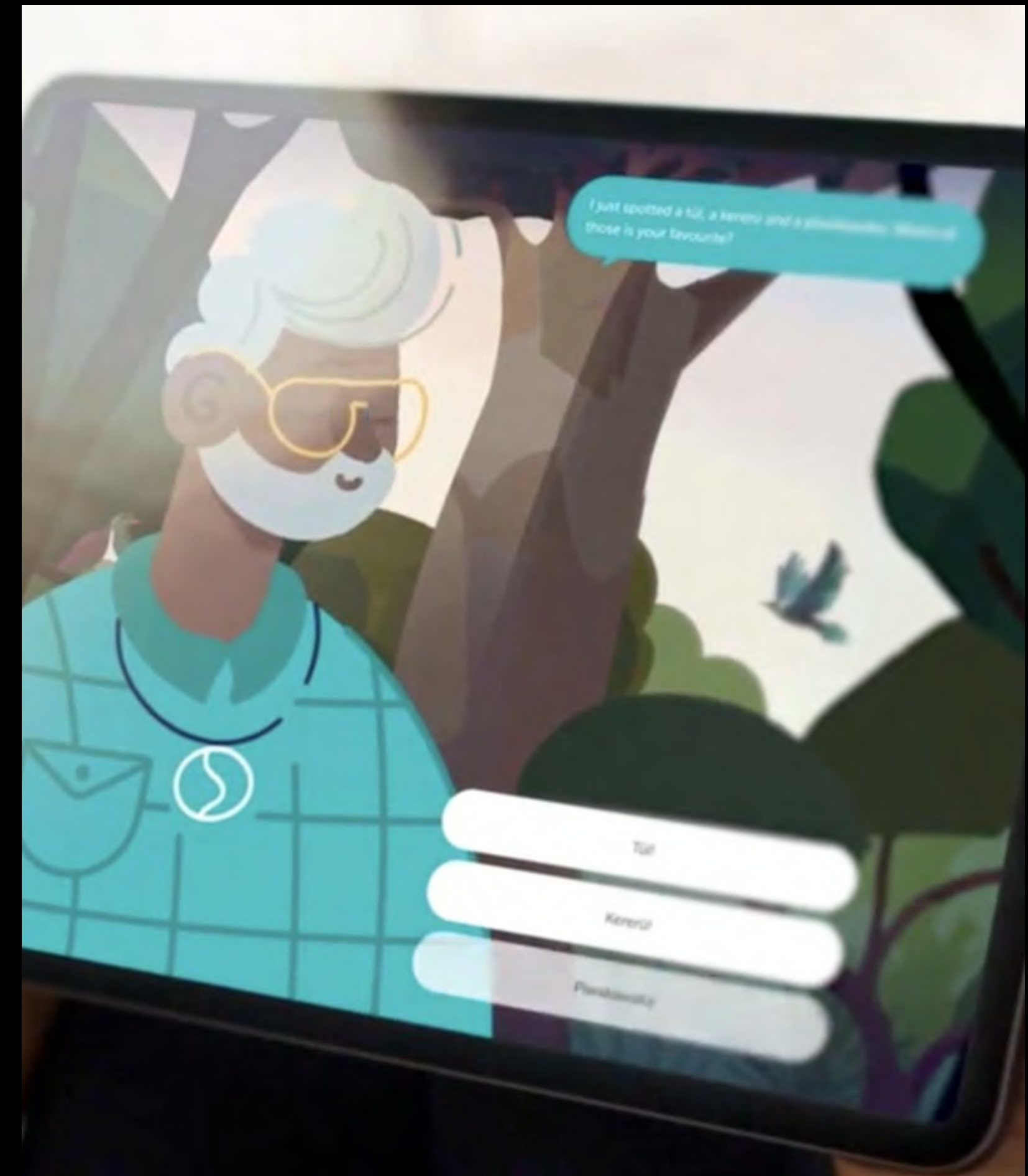
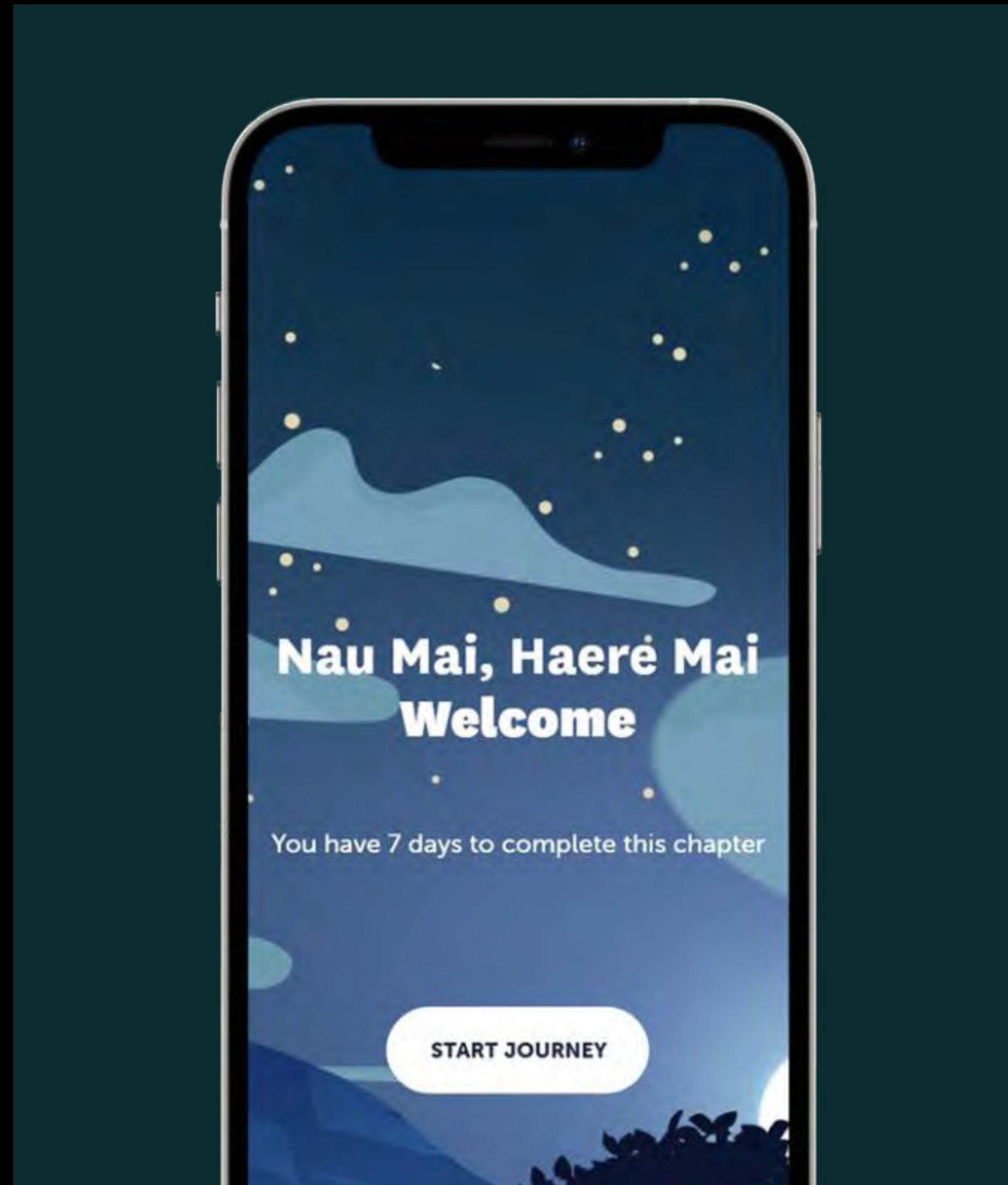
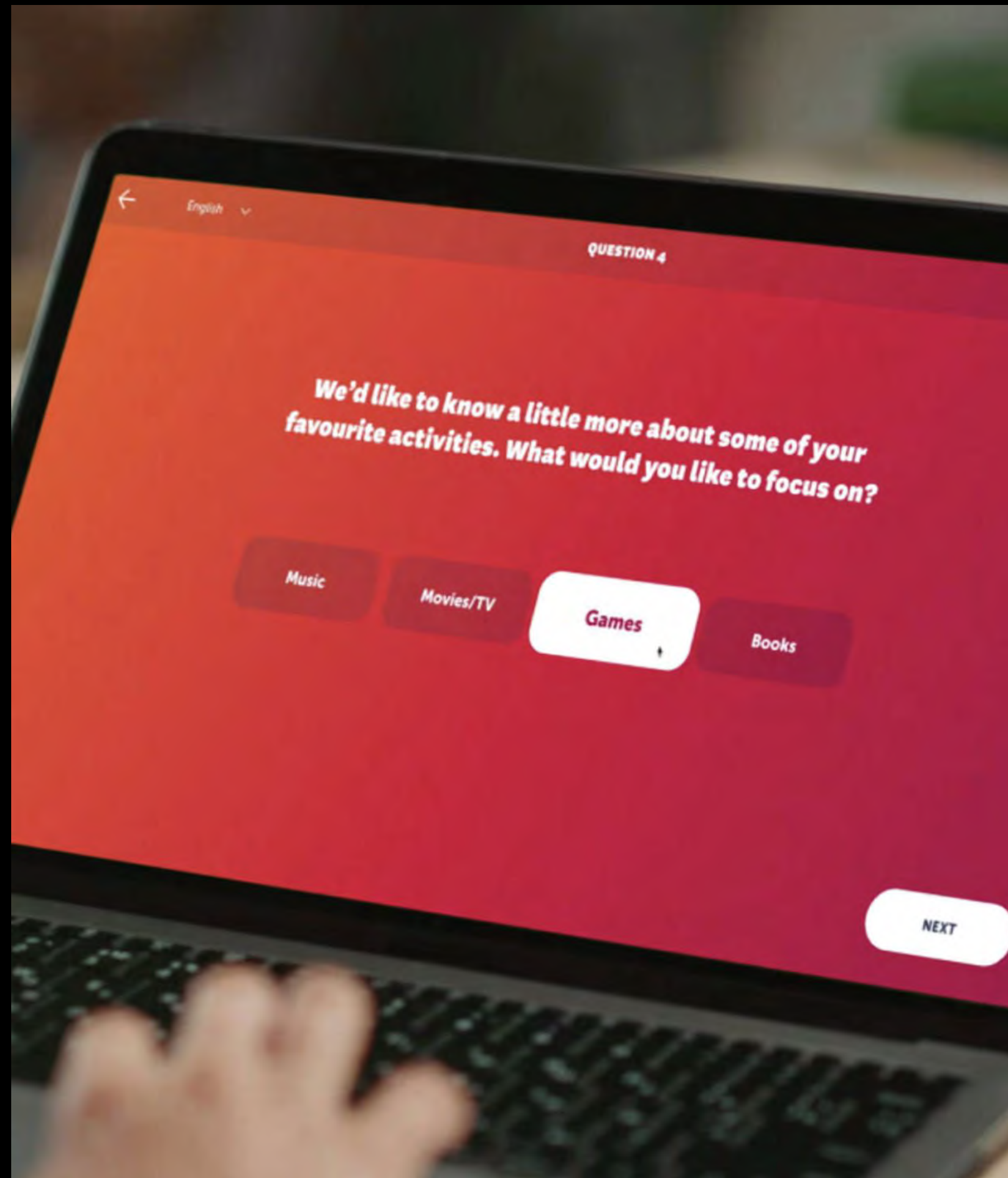
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**I bring ideas to life through bold, engaging,
and impactful design. From brands to
websites to immersive installations, I create
experiences that captivate and inspire.**

I'm a London based multidisciplinary designer,
passionate about telling stories through design,
exploring the possibilities of technology and
delivering results that leave a lasting impression.

01. Our Journey





About

Our Journey is an online experience that takes participants on a digital voyage, discovering new islands, encountering characters, exchanging stories, and unlocking mini-games as they move through ten chapters. Along the way, they answer valuable questions that help researchers to gain deeper insights into the health and wellbeing of young people across New Zealand.

Client

Growing Up in
New Zealand

Contribution

I designed the UX/UI across the experience, including questionnaires, content pages, games, character dialogue and more. I also provided art direction and designed the Our Journey logo.



CONNECTING CONSTELLATIONS

Reveal the constellations by connecting the stars with
only a single stroke.

PLAY

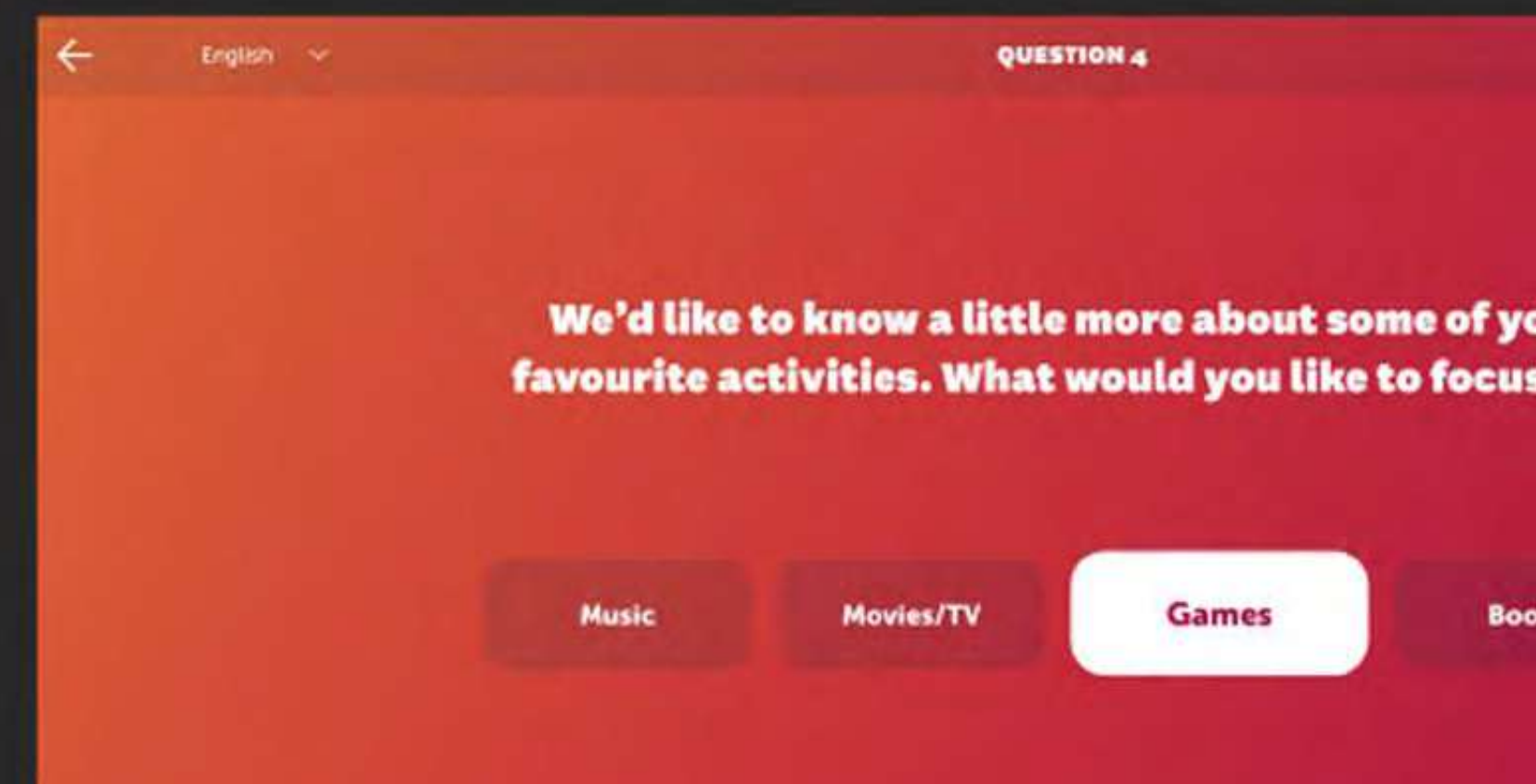
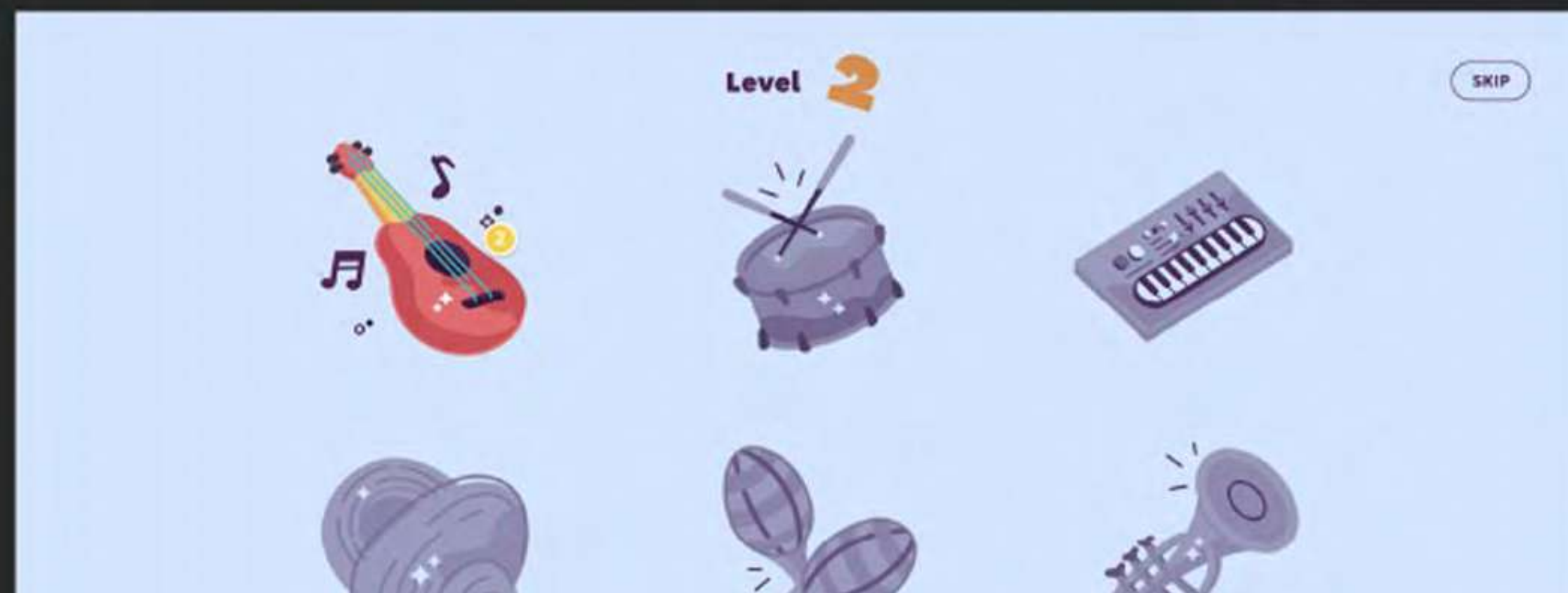
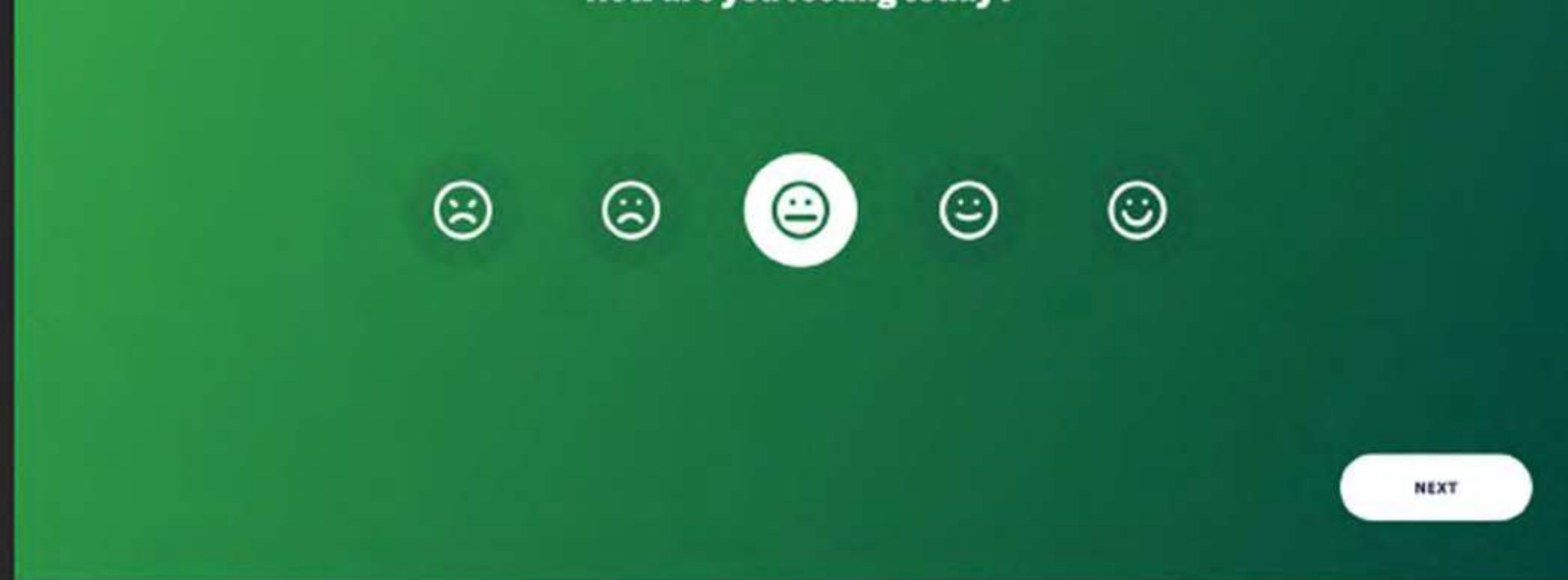
SKIP

RESET

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SKIP

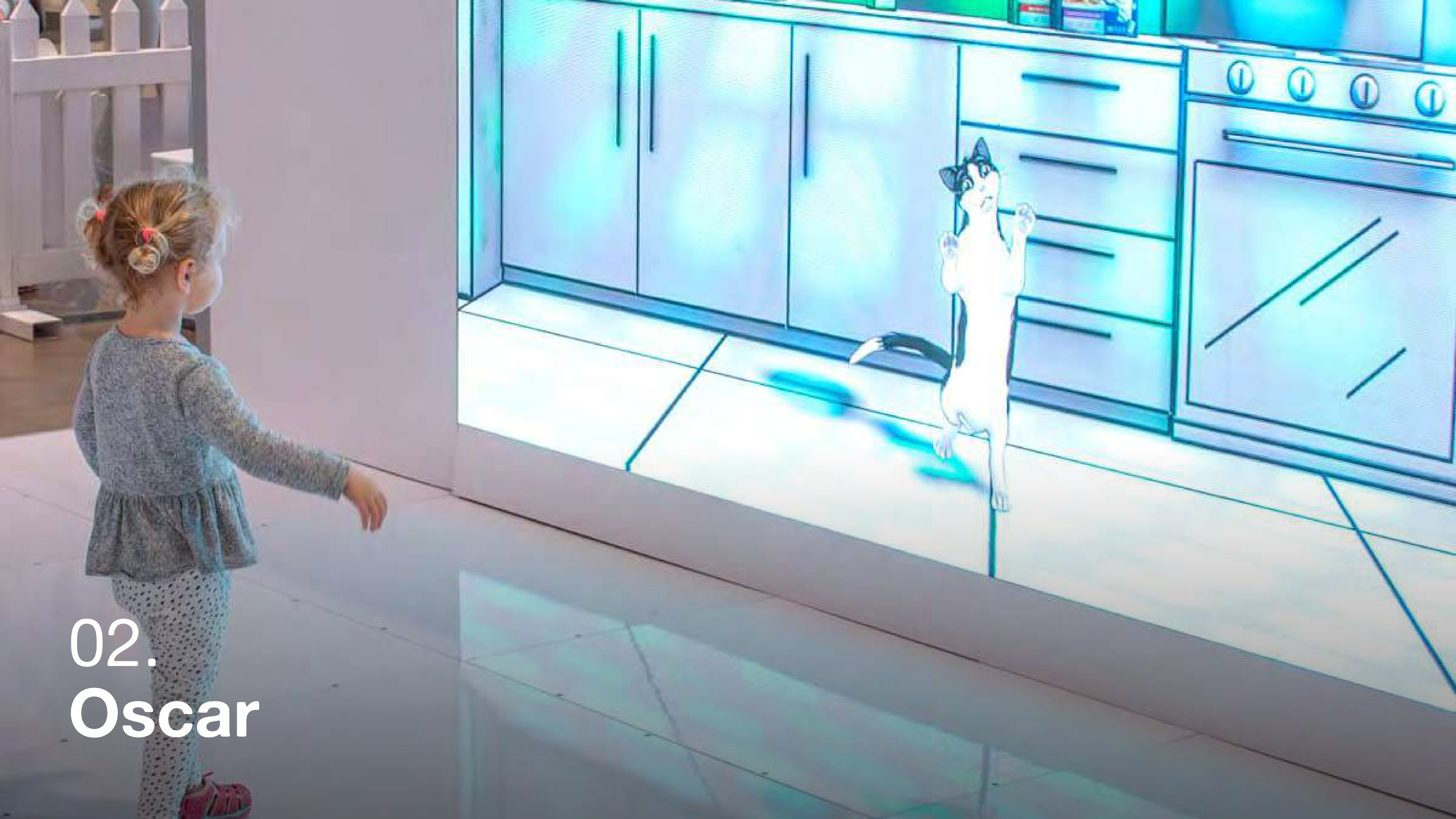
Level 6





OUR JOURNEY

TŌ MĀTOU RERENGA



02.
Oscar



About

A motion-capture-based retail activation promoting Purina cat food, the interactive game gave on-screen commands for Oscar the cat to be a copy-cat. Kids delighted in watching Oscar respond to their movements in this playful retail experience.

Client

Purina

Contribution

As the only designer working on the project, I was responsible for ideation, art direction and UX/UI.

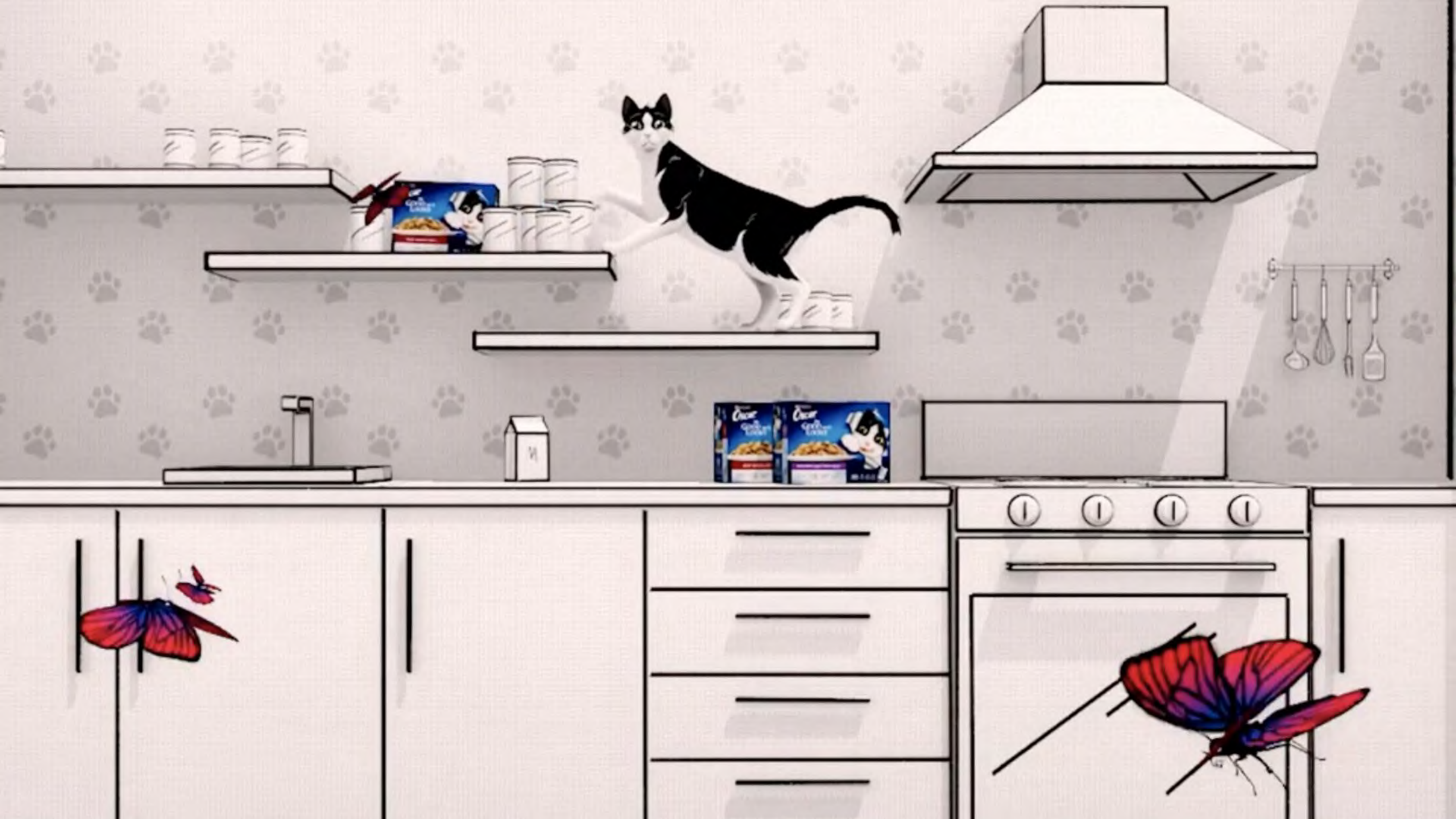


Children respond to an on-screen command and Oscar the cat responds to their movement.

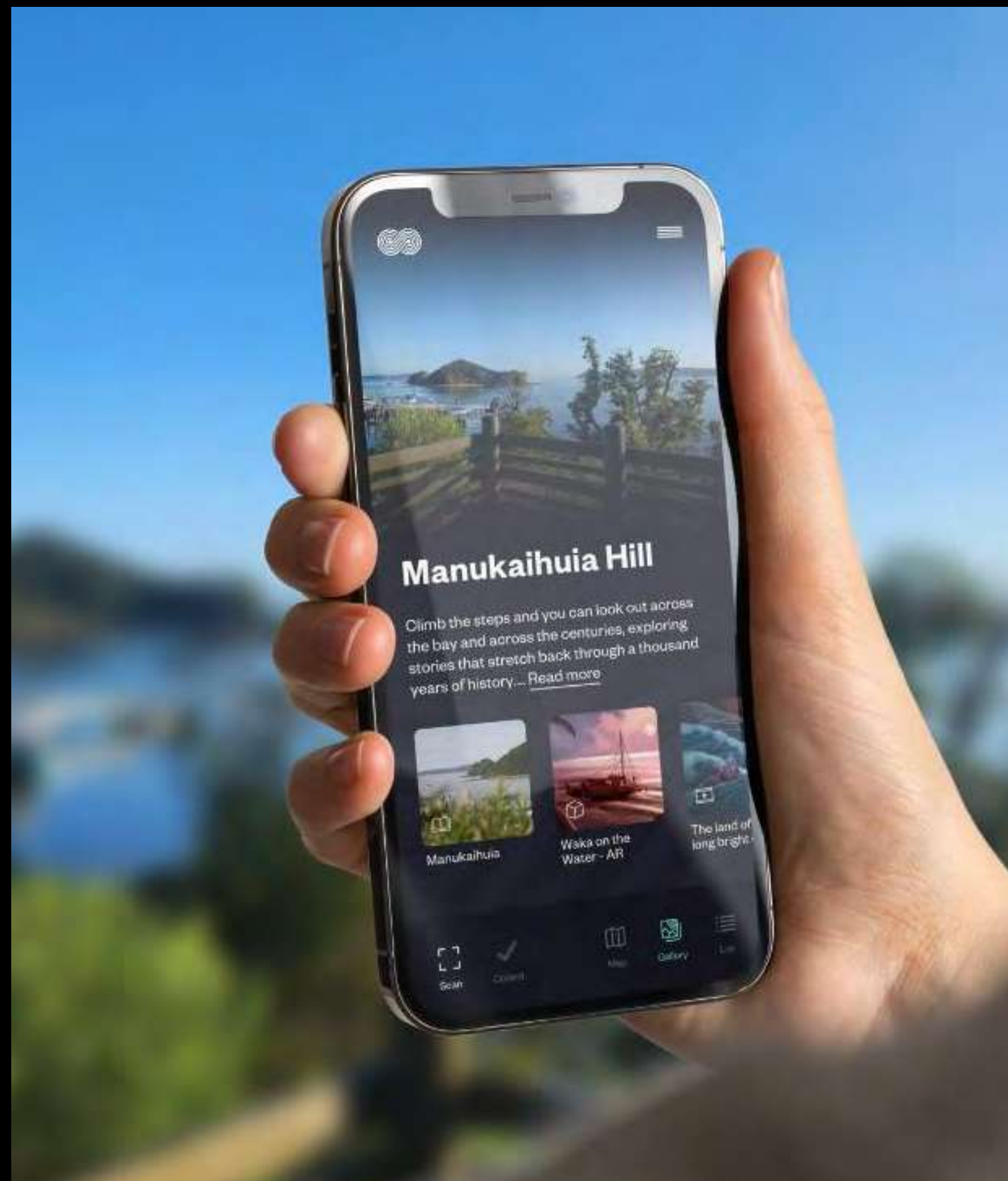




Adhering to strict brand guidelines within the Purina kitchen, the interactive elements were an opportunity to bring more life and colour to the scene, creating moments of surprise for players.



03.
Time Walk Paihia



About

A walking tour app that explores the history of Paihia through augmented reality, audio, animation, 360 video and storytelling. It explores the early relationship between the first settlers to land in New Zealand and Māori who have lived there for centuries.

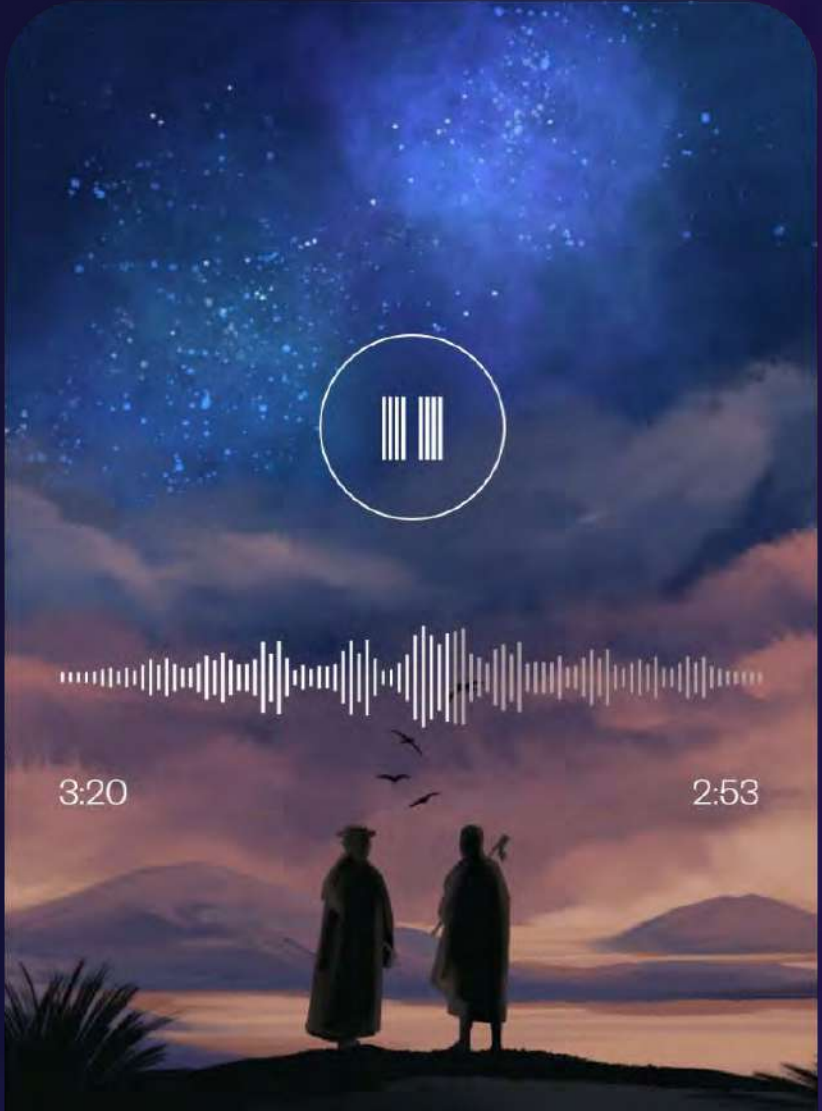
Client

Paihia Legacy Society

Contribution

I was responsible for designing the brand, the app, UX/UI, signage, iconography and marketing collateral.





3:202:53

Welcome to Paihia

Take a journey through time and place. Ātea Nuku Paihia is a unique opportunity to learn about some of the people who lived in Paihia in centuries past. It explores the early history of Māori who have lived on this role for centuries, and how they worked

SCAN

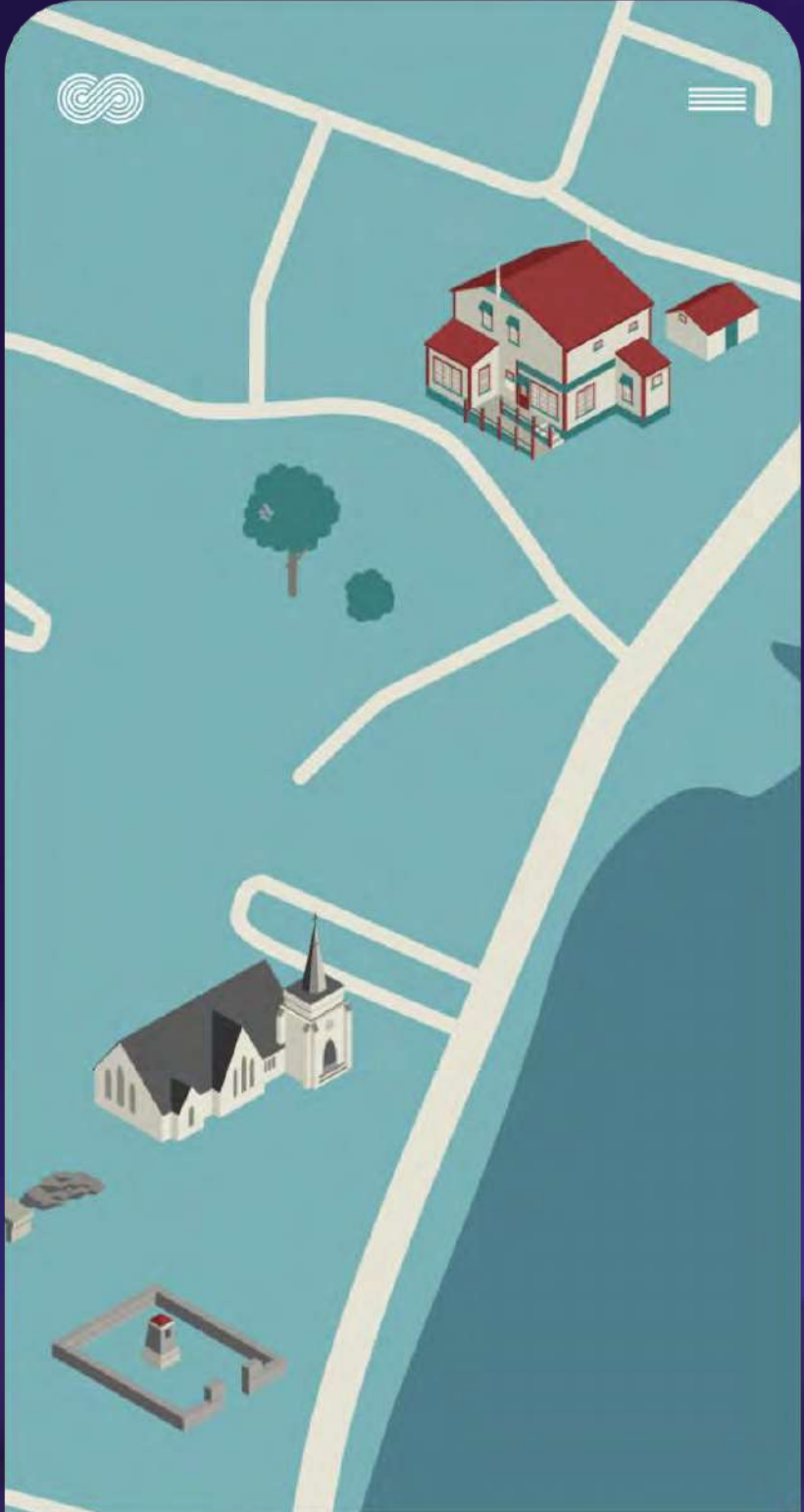
COLLECT

MAP

GALLERY

LIST





SCAN

COLLECT

MAP

GALLERY

LIST



**Te Tii Waitangi Marae**CURRENT

A site of great significance to Ngāpuhi established by prominent Māori leaders including original Treaty signatories...

**Tou Rangatira**NEARBY

The Seat of the Nation designated for the purpose of framing laws, the preservation of peace, and the regulation of trade...

**Horotutu Beach**100M AWAY

In 1834, right here on the beach, locals played Aotearoa's first cricket matches...

**Williams House**

Built for Canon Percy and Mary Williams in 1920, the house has a community library, and the gardens include a history trail and...

SCAN

COLLECT

MAP

GALLERY

LIST





Te Tii Marae

A site of great significance to Ngāpuhi established by prominent Māori leaders including original Treaty signatories. Its association to the Māori Parliament and Kotahitanga... [Read more](#)



A welcome to the Marae



History is made



A house rises

BACK

COLLECT

MAP

GALLERY

LIST



12 of 12 discovered

Points of Interest

Collect places as you discover and unlock them.



Herald Launch Site



Mission Village



St Paul's Anglican Church & Cemetery



Joyce Boat Shed



Manukāhūia Hill



Village Green



Williams House & Stone Shed Museum



Horotutu Beach



Tou Rangatira



Te Tii Waitangi Marae



Waitangi Treaty Grounds

SCAN

COLLECT

MAP

GALLERY

LIST



The app utilises augmented reality to bring the environment to life and tell the stories of Paihia's history.





Te Tii Marae

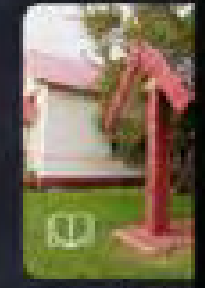
A site of great significance to Ngāpuhi established by prominent Māori leaders including original Treaty signatories. Its association to the Māori Par... [Read more](#)



A house rises



Henry Pou



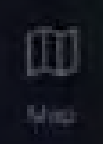
An enduring relationship



Scan



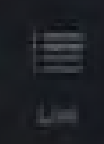
Collect



Map



Gallery



List



ĀTEA NUKU
TIME WALK
PAIHIA

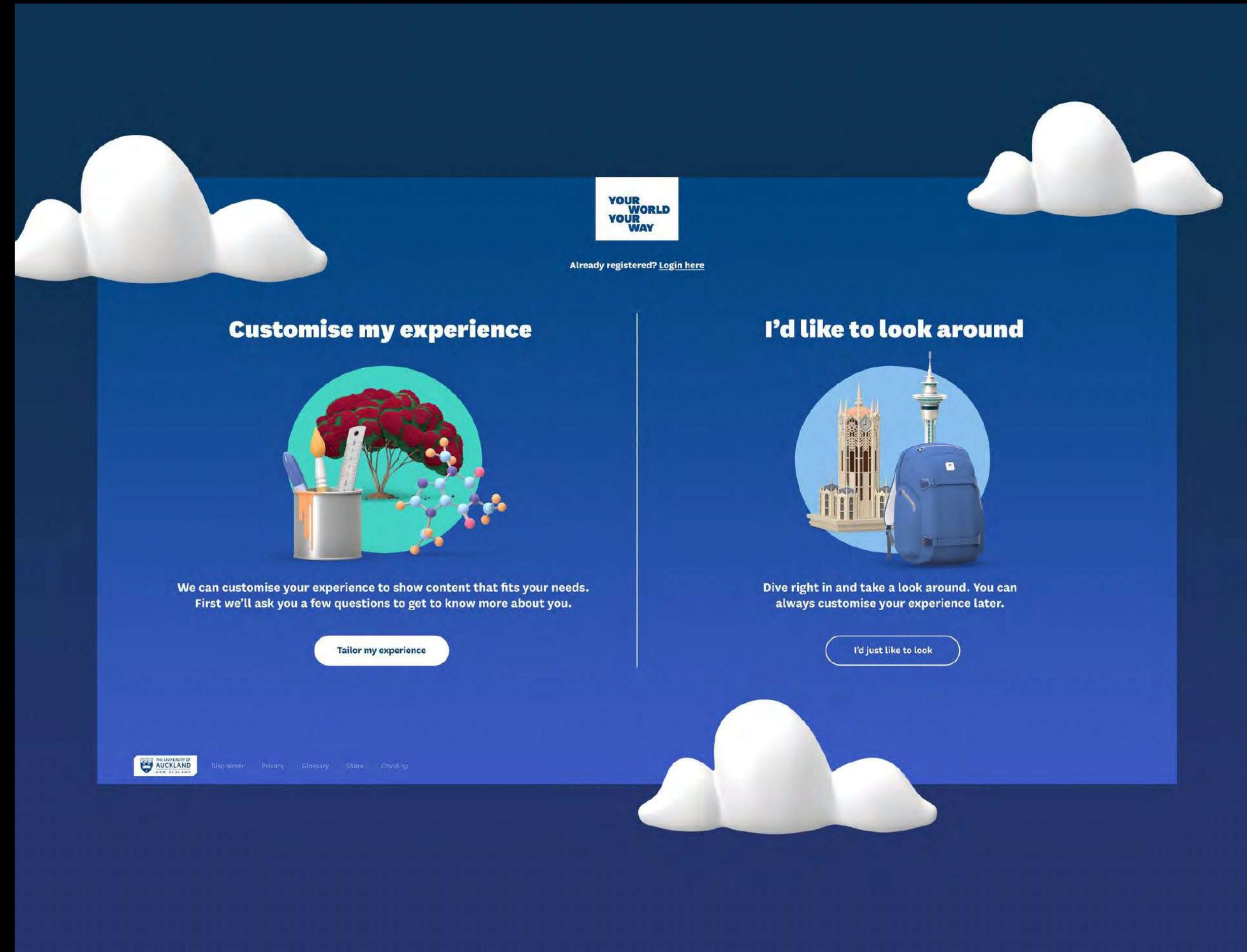


04. Your World Your Way



About

Your World Your Way helps the University of Auckland reach younger, less certain students who may not have considered university as an option. Through a short survey, prospective students build a personalised profile, leading to a customised desktop scene full of 3D objects representing their areas of interest. From here students can explore the different academic, social and cultural aspects of the University of Auckland.

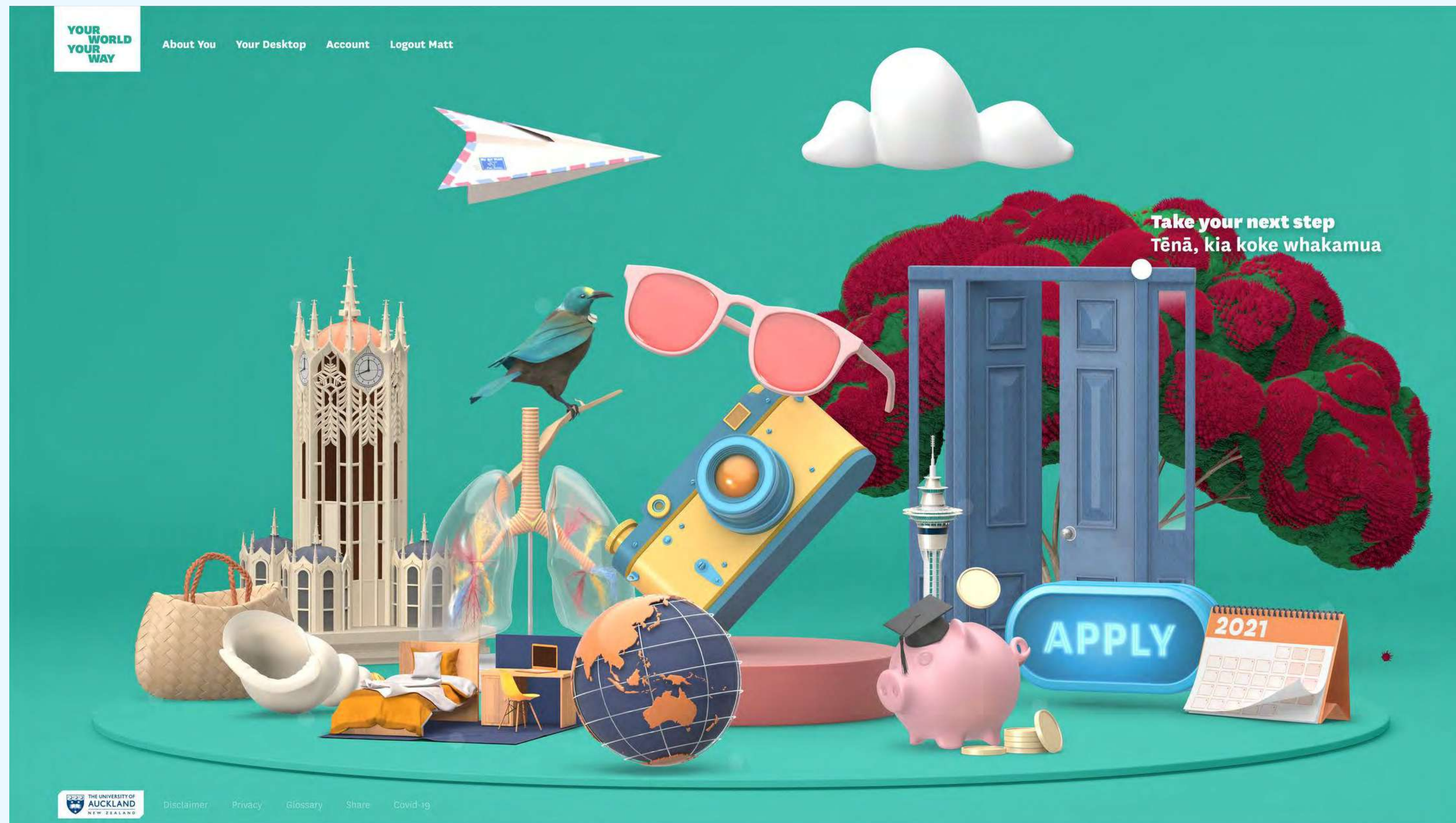


Client

The University of Auckland

Contribution

I was responsible for designing the UX/UI across the website.



Each desktop is customisable, reflecting the student's personal interests and potential University of Auckland experience.

YOUR
WORLD
YOUR
WAY

About You Your Desktop Account Logout Matt



Community support Tautoko hapori

A strong connection to your culture or community can be a big help when you're studying – providing a support network and sense of belonging.

There are many groups and communities you can be a part of at the University of Auckland. The below provides just a small selection of what's on offer. For more information on where you can find support and the community and student groups you can get involved with check out these areas.



Support for Pacific students

We value all our Pacific students and your families, and we'll do everything we can to help you achieve success.

[Learn more](#)





Student speak Te kōrero ā ngā taurira

Want to hear from students and graduates about what life is like at the University of Auckland?

We asked students from across our campuses to share their thoughts about why this is a great place to study. We've chosen a selection of videos and content below, or hit the link to see everything.

[Show me everything](#)



Meet Lupe and Tasi

Sisters Lupe and Tasi share their stories of ambition and how family, faith, community and education have become interconnected at the University of Auckland.

[Hear their stories](#)



Sustainability Toitūtanga

Creating a better planet for all of us is at the heart of so much of what we do at the University of Auckland.

Using the UN's Sustainable Development Goals as our guide, we strive to do everything we can to promote and improve sustainability on our campuses and on the world stage. It's something we're proud to have been recognised for internationally.



Sustainable practices at the university

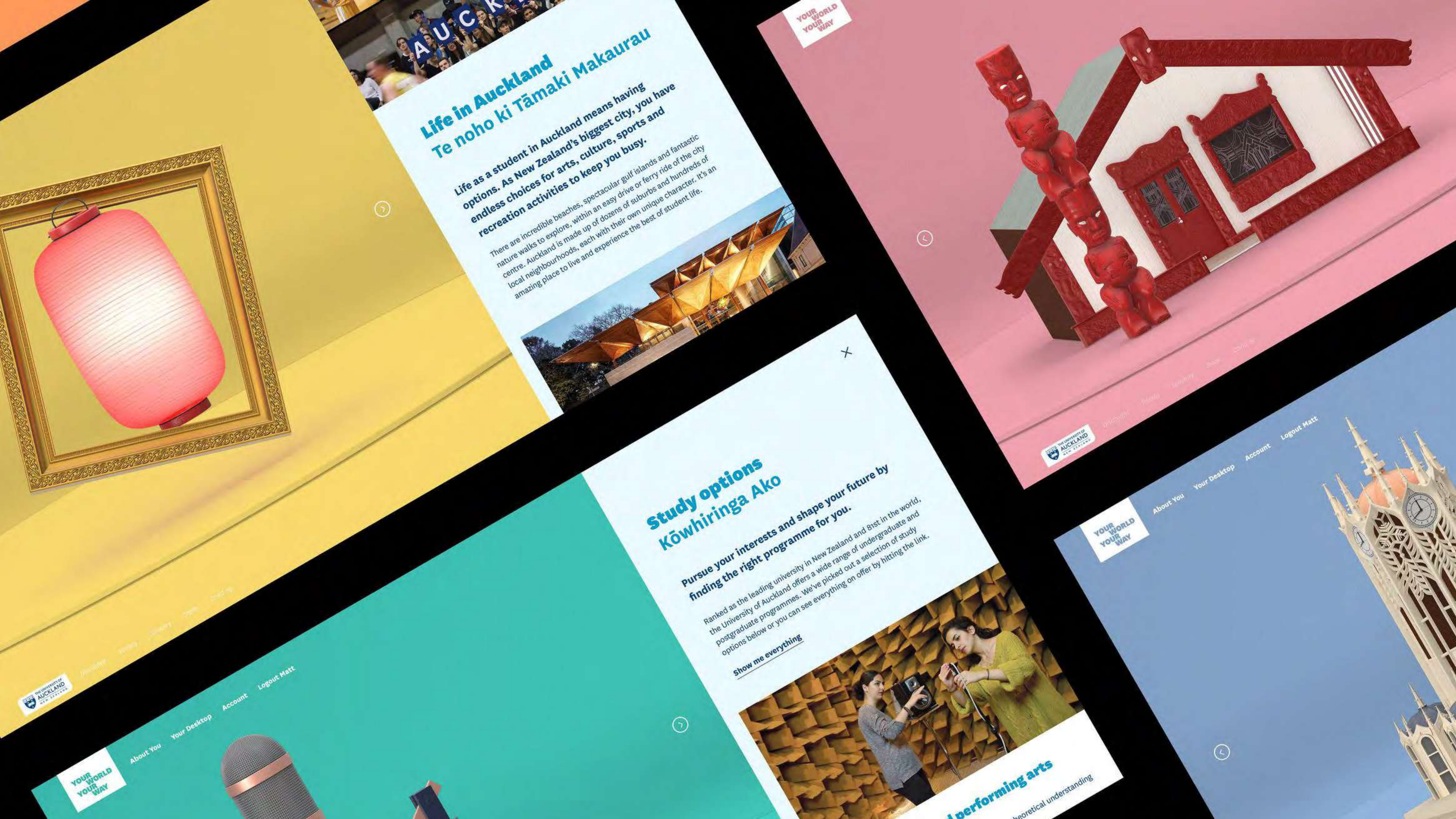
Our daily activities make an impact on the planet.

Every day on campus, we work to reduce that impact through waste reduction, energy conservation and more.

[Learn more](#)



Swipe to see more →



Life in Auckland Te noho ki Tāmaki Makaurau

Life as a student in Auckland means having options. As New Zealand's biggest city, you have endless choices for arts, culture, sports and recreation activities to keep you busy.

There are incredible beaches, spectacular gulf islands and fantastic nature walks to explore, within an easy drive or ferry ride of the city centre. Auckland is made up of dozens of suburbs and hundreds of local neighbourhoods, each with their own unique character. It's an amazing place to live and experience the best of student life.



Study options Kōwhiringa Ako

Pursue your interests and shape your future by finding the right programme for you.

Ranked as the leading university in New Zealand and 81st in the world, the University of Auckland offers a wide range of undergraduate and postgraduate programmes. We've picked out a selection of study options below or you can see everything on offer by hitting the link.

[Show me everything](#)



and performing arts

theoretical understanding

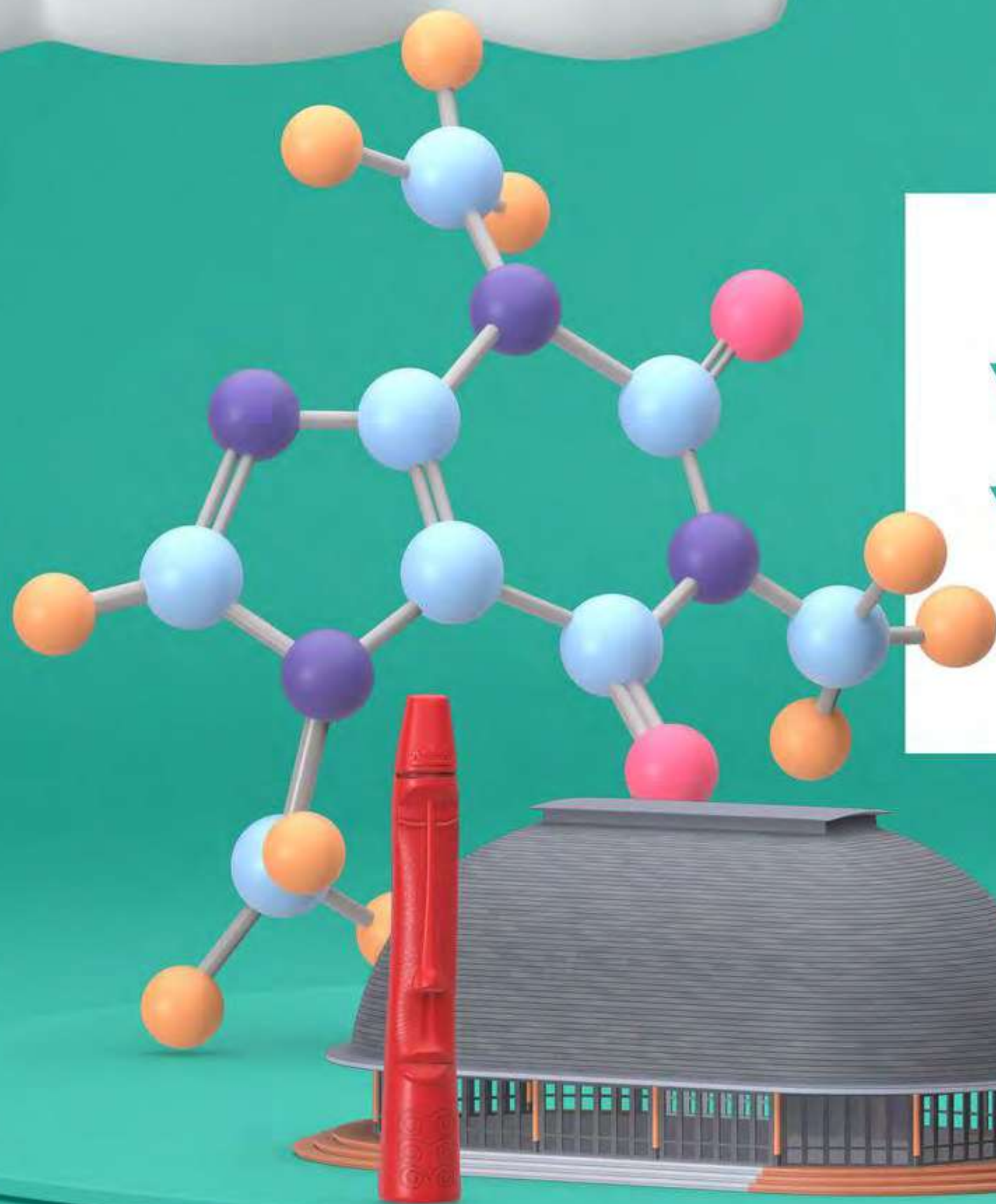
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**YOUR
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WAY**





05.
Dive into the Deep



About

This bespoke projected experience takes visitors on an unexpected journey to the depths of the ocean. From the sunlit shallows of the present day, travelling down to the mysterious depths of the ocean trench and back to prehistoric times for a glimpse of how, now extinct, sea creatures may have inhabited the waters.

Client

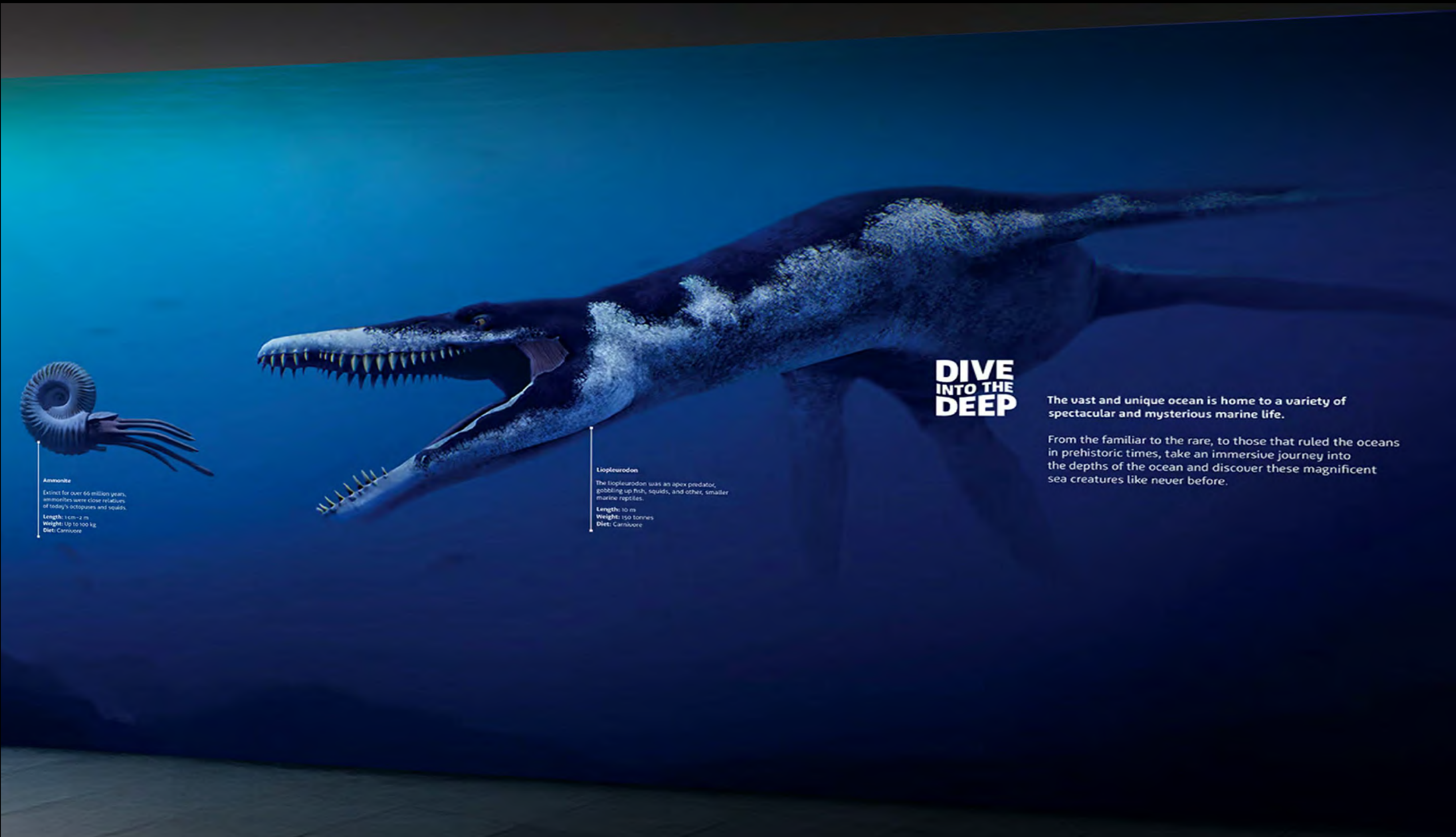
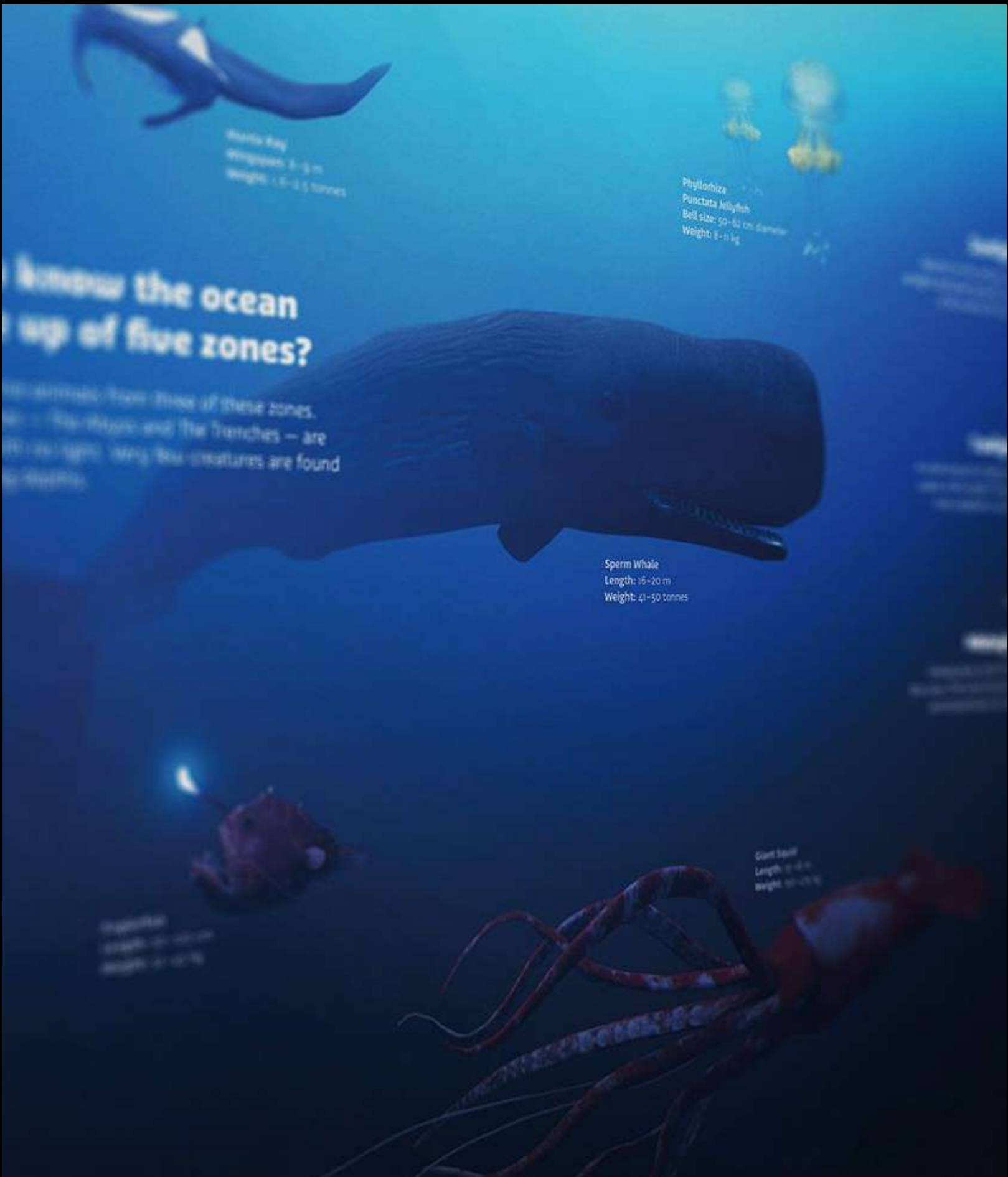
SEALIFE Melbourne

Contribution

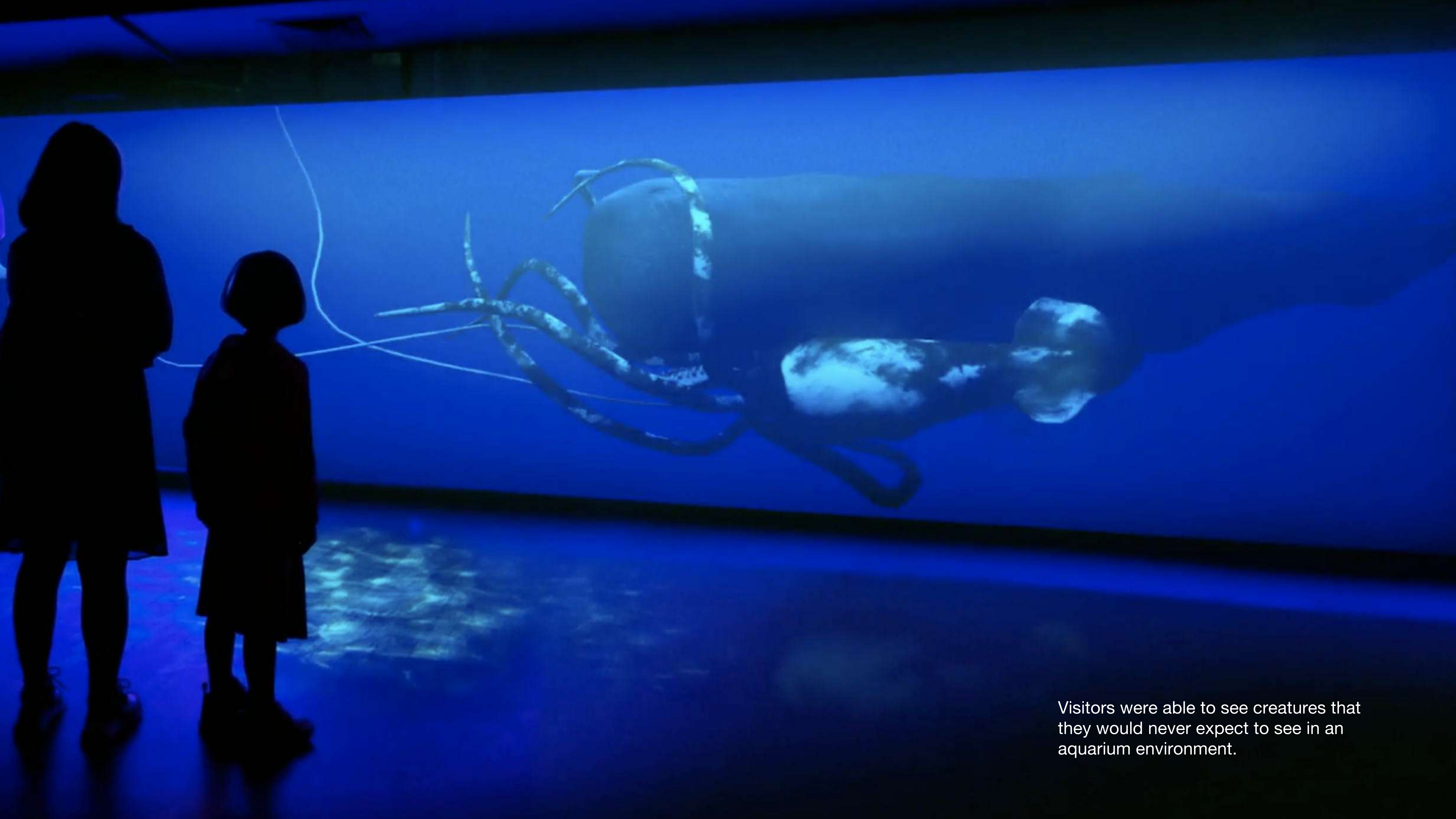
I was heavily involved with the ideation and art direction of the experience, as well as designing two large scale mural walls.



Rendered in real-time, each journey is unique, with variations in how creatures move and interact, as well as the events that occur.



I collaborated with a 3D artist to design two large-scale mural walls, one detailing marine life across ocean zones, and the other showcasing prehistoric sea creatures.



Visitors were able to see creatures that they would never expect to see in an aquarium environment.



Thank you.

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