



NYC artist and self-professed bun queen.

**Sophia Chang** is a successful illustrator, creator and designer who has been involved in the arts her whole life. Her approach to creativity spans multiple mediums ranging from prints, T-shirts, and media with some of her work encompassing some familiar entities.

Born and raised in Queens, New York, Chang graduated from one of New York's most prestigious art schools, Parsons School of Design, with a BFA in Illustration. Throughout her time at college, Chang stayed active in the art & design community through a series of internships and freelance design work. The outcome of her determination and creative spirit was an impressive portfolio and black book of New York's finest that helped launch her design career.

To date, Chang's portfolio includes work done for Staple Design, Complex Magazine, Bauhaus, Undeclared, Dr. Pepper, Wieden + Kennedy, Samsung, Assouline, Proenza Schouler and PUMA.

As a massive fan of hip-hop music, Chang draws inspiration for her illustrations by New York's vibrant street life and POP culture. In her latest collaboration with PUMA for their *Next Starts Now* campaign, Chang was tasked to reinvigorate PUMA's Autumn-Winter 2013 Women's footwear collection. Through the use of photography and fusing quirky graphics with colorful and animated details, her images and illustrations showcase key footwear styles with bold feminine looks to empower women and have them own their style, whilst using the city streets as her backdrop.

When Chang is not busy designing or illustrating, she enjoys spending her days with her dog and is seeking out her next adventure in the area of design consultation. Stay tuned, as this bun is on the rise.

Sophia Chang, Designer & Illustrator

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