

# SOFIA ROSE SAID

Graphic Designer & Illustrator

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## CONTACT INFORMATION

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## SKILLS

### TECHNICAL SKILLS

|                   |                                                                    |
|-------------------|--------------------------------------------------------------------|
| Figma             | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Adobe Photoshop   | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Adobe InDesign    | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Adobe Illustrator | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Microsoft Office  | <div><div></div><div></div><div></div><div></div><div></div></div> |
| WordPress & HTML  | <div><div></div><div></div><div></div><div></div><div></div></div> |
| ClickUp           | <div><div></div><div></div><div></div><div></div><div></div></div> |
| Illustration      | <div><div></div><div></div><div></div><div></div><div></div></div> |

### SOFT SKILLS

|               |            |
|---------------|------------|
| Communicative | Organized  |
| Collaborative | Dependable |
| Proactive     | Adaptable  |

## INTERESTS & HOBBIES

|                                                                                    |                                                                                     |                                                                                     |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |
| Oil & Acrylic Painting                                                             | Artificial Intelligence                                                             | Traveling the World                                                                 |

Diligent and goal-oriented graphic designer and illustrator with 7 years of professional experience in collaborative marketing. Proficient in Adobe Photoshop, Illustrator and Figma, and passionate about typography.

## EXPERIENCE

### PLTFRM

Lead Graphic Designer • Remote

 March 2022 to Present

- Design and develop Amazon product infographics, premium A+, brand story, brand store wireframes and graphics as well as marketing assets such as Headline Sponsored Ads, promotional emails and postcards
- Manage 15+ brands simultaneously using ClickUp, prioritizing each brands tasks based on project timelines and client needs
- Review teammate design proofs via Ziflow, provide constructive feedback, and mentor junior team members to enhance overall team performance
- Collaborate with cross-functional teams including copy and marketing to deliver cohesive design solutions
- Work with a wide range of clients, from established Fortune 500 brands like Roku to new small businesses such as Graza Olive Oil

### Freelance Illustration and Graphic Design

 June 2021 to February 2022

- Ongoing freelance design, logos and illustration work
- Chalkboard art and sale posters for J. Parker Ltd. and the Spice and Tea Exchange
- COVID-19 molecular structure acrylic painting (commission)
- Podcast cover digital illustration (commission)
- Designed wall art word signs and paintings for Michael's (2021 contract)

### Georgia Southern University Division of Continuing Education

Graphic Designer and Marketing Coordinator • Savannah, GA

 October 2018 to May 2021

- Sole designer responsible for creating all design and marketing materials
- Developed all division branding
- Developed branding and collateral for all conferences and programs
- Updated and maintained the division's WordPress website
- Contributed to the creation of project plans and set project timelines

### Cornerstone Minerals

Marketing Manager and Sales Associate • Savannah, GA

 March 2017 to August 2018

- Created promotional graphics for local newspapers and publications
- Photographed products for social media advertisements
- Designed in-store promotional displays and labels

## EDUCATION

### Savannah College of Art and Design • Savannah, GA

Bachelor of Fine Arts & Illustration Degree

 August 2015 to November 2017

### Corcoran College of Art and Design • Washington, DC

Bachelor of Fine Arts and Graphic Design

 September 2012 to December 2013