

SOFIA ROSE SAID

Illustrator & Graphic Designer

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CONTACT INFORMATION

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www.sofiarosesaiddesign.com

SKILLS

TECHNICAL SKILLS

Adobe Photoshop	● ● ● ● ●
Adobe InDesign	● ● ● ● ●
Adobe Illustrator	● ● ● ● ●
Microsoft Office	● ● ● ● ●
WordPress & HTML	● ● ● ● ○
SmartSheet	● ● ● ● ○
Google Analytics	● ● ● ● ○
Illustration	● ● ● ● ●

SOFT SKILLS

Critical Thinker	Organized
Collaborator	Dependable
Active Listener	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 InDesign, and passionate about typography.

EXPERIENCE

VENDO Commerce

Lead Graphic Designer • *Remote*

 March 2022 to Present

- Design and develop Amazon product infographics, premium EBC, brand story, brand store wireframe 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 brand 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