

SOFIA EDDY

Graphic Designer
Chicago, IL

(626) 372-7274

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hellosofiaeddy@gmail.com



I possess

THESE SKILLS

- Superior Graphic Design
- Really Elevated Typography
- Clean Digital Design
- Thoughtful Copywriting
- Powerful Photo Editing

I kick ass in

THESE APPLICATIONS

- Adobe Illustrator
- Adobe Photoshop
- Keynote
- Power Point
- Adobe InDesign
- Adobe XD

I'd love to help with

THESE PROJECTS

- Identity & Branding
- Presentations
- Experiential Activations
- Digital Products
- Package Design



EXPERIENCE

GRAPHIC DESIGNER Agency EA | 2017-Present

Experiential graphic designer working on projects ranging from event identity and branding, collateral, signage and executive presentation design to environmental and main stage graphics for live events.

- Responsible for all graphic design from conception to completion as required for a multitude of project types as listed above.
- Close collaboration with strategy and spatial teams to develop exceptional experiences for a wide range of audiences.
- Lead initiatives with digital team to develop digital design best practices and launch a standardized digital design training across the entire design team.
- Consult with and present to clients as needed – helping to map out campaign strategies and tactics, design ideas and directions to meet client objectives.
- Provide project management (including budget recommendations), vendor management and supervise press checks when necessary.

GRAPHIC DESIGNER 505 Games, Inc. | 2014-2017

Responsible for developing and designing advertisements and marketing materials across digital and print platforms for Premium and Free-to-Play video game titles.

- Part of a B2B in-house Agency working from design briefs.
- Partner with Brand and Marketing teams to ensure all visual pieces resonate with target audiences in order to drive purchases and downloads.
- Strategic collaboration with User Acquisition and Paid Media teams to develop data-driven designs ensuring maximum conversion rates.
- Art direction of digital product key art.
- Creative direction to strengthen brand stories and visual messaging.

OWNER & DESIGNER Image Foundry | 2005-2015

Owned and operated a design house with in-house textile screen print, embroidery, and vinyl sign production capabilities.

- Create business identities and marketing programs for B2B and B2C clients in the community.
- Design and production of print collateral including direct mail, brand stationery and other collateral.
- Large format sign printing and installation including vinyl decals, wall murals, and trade show graphics.
- Schedule and manage simultaneous outside-process production of hard goods and large format printing across multiple vendors.
- Develop and design new product pitches.

ARTIST & PRODUCTION ASSOCIATE Design Lab, Inc. | 2004-2005

- Illustrate mock-ups of handbags, hats and other soft goods for design pitches.
- New product development of fashion accessories across multiple brands including PetSmart, Stussy, Obey, Paul Frank and others.
- Manage overseas production process, scheduling and logistics including container shipments, warehousing and distribution.