

SOPHIE VAKALIS

EXPERIENCE

Graphic Designer | Jan. 2020 – Present
Fast Capital 360, Southampton, PA

- Create customized infographics for social media and blog posts
- Contribute to the implementation of a company rebrand across a variety of digital platforms
- Thrive as a dedicated marketing department team-member

Master of Arts in Graphic Design | Aug. 2018 – Oct. 2019
University of Portsmouth, Portsmouth, UK

- Developed a visual approach to understand complex data and increase viewer engagement
- Built physical data models with corresponding posters
- Maintained successful project management skills
- Conducted user testing to assess the project's effectiveness

Graphic Designer | Feb. 2018 – Aug. 2018
Boscov's, Laureldale, PA

- Produced point-of-purchase displays to motivate sales
- Worked with large format printers to develop prototypes
- Prepped and formatted vendor artwork for print

Graphic Designer | Aug. 2017 – Feb. 2018
Lasting Image, Sinking Spring, PA

- Designed brochures, data presentations, large format prints, sales literature, and direct mail
- Collaborated with internal customer service team and suppliers
- Developed copy for marketing materials

Graphic Design Intern | Jan. 2017 – May 2017
Princeton Partners, Princeton, NJ

- Headed the creation of digital infographics
- Successfully collaborated with the creative team on brochures, style guides, and outdoor advertising
- Assisted with developing digital materials such as email blasts, website wireframes and banners

Undergraduate Assistant | Aug. 2015 – May 2017
Center for International Education, Lawrenceville, NJ

- Acted as social media manager
- Advised students interested in studying abroad
- Developed content and edited digital newsletter quarterly

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EDUCATION

Master of Arts in Graphic Design
University of Portsmouth, UK
Aug. 2018 – Oct. 2019

Focus: Data Visualization Design

Project Title: Visual Narratives;
Exploring Two & Three Dimensions

Final Grade: Distinction

Bachelor of Arts in Graphic Design
Rider University, NJ
Sept. 2013 – May 2017

Minor: Advertising

GPA: 3.97

Dean's List: All Semesters

SKILLS

Adobe

- Photoshop
- InDesign
- Illustrator
- After Effects
- XD

Microsoft

- PowerPoint
- Word
- Excel

Code

- HTML
- CSS

Other

- MAC
- Large Format Printing
- Data Visualization Design