

Sonia Martin

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“Trend-driven illustrator/graphic designer with expertise in surface illustration, design for consumer products, and Adobe Creative Suite. Proficient in creating original artwork, repeat patterns, and applying designs to various product types.”

Creative Projects & Experience

Receptionist & Social Media Coordinator — Gila C. Doroshkar Pediatric Dentistry June 2024-Present

- Managed front desk operations, scheduling, and patient communications
- Developed visual identity and applied design principles to enhance online presence
- Created graphics and developed content aligning with the brand's aesthetic and messaging

Freelance Graphic Designer — Self-Employed December 2024 – Present

- Designed brand identities, packaging, and marketing materials for clients across various industries.
- Created floor plans, renderings, and visual presentations for concept development.
- Styled and photographed products for social media and digital campaigns.
- Researched interior design trends to ensure modern and visually compelling designs.

Netflix Campaign Project — Graphic Design Student Project December 2023

- Designed social media/out-of-home advertisements integrating custom typography.
- Designed engaging social media and out-of-home advertisements that amplified audience connection and brand recognition.
- Applied trend-driven sensibility to create visually appealing designs.

Infographic Poster Project — Graphic Designer (Student Project) December 2024

- Designed a bold, visually striking 18x24-inch infographic poster, transforming complex data into clear, compelling storytelling.
- Applied advanced typography, strategic layout, and custom illustrations to create an engaging, high-impact design.

Beverage Packaging Project — Graphic Designer (Student Project) May 2024

- Created a bold beverage brand with custom logo, typography, and packaging for strong shelf appeal.
- Designed print-ready layouts with precise die lines, CMYK color, and bleeds for high-quality production.
- Developed 3D mockups and an animated can label GIF to enhance digital marketing.

Technical Proficiencies

Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects), Branding & Visual Identity, Packaging & Print Production, Typography & Layout Design, Digital & Social Media Marketing, Motion Graphics & GIF Animation, Market Research & Concept Development, Project Management & Collaboration

Education

BA, Theatre with Departmental Honors | Seattle University | 2017-2021
AA, Graphic Design | College of Marin | 2023-Present