

# CHERYL D'SOUZA

MULTIFACETED GRAPHIC DESIGNER | CHICAGO, IL

WWW.CHERYLDOSOUZA.COM | INFO@CHERYLDOSOUZA.COM

## PROGRAMS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere Pro
- Microsoft Suite
- Google Suite
- Procreate
- Figma

## SKILLS

- Art Direction
- Photography
- Packaging
- Motion Design
- HTML/CSS
- Advertising
- Marketing
- Consulting
- UI/UX Design
- SEO/SEM

## SOCIAL

 /dsouzadsigns  
 @dsouzadsigns  
 /dsouzadsigns

## EDUCATION

### Chicago Portfolio School | March 2022

Postgraduate Program Certificate - Graphic Design

### University of Illinois at Urbana-Champaign | December 2018

Bachelor of Science in Advertising - College of Media

## EXPERIENCE

### Motorola Mobility | CRM Designer | February 2025—Present

- Designs Motorola's NA email campaigns via BDS Connected Solutions, supporting launches across Verizon, AT&T, T-Mobile, and global partners
- Creates high-impact visuals for email, social, paid media, landing pages, and co-branded content, blending brand consistency with innovation
- Manages fast-paced projects and collaborates cross-functionally, using A/B testing and data to optimize engagement, accessibility, and conversions

### D'Souza D'Signs | Sr. Graphic Designer | July 2017—Present

- Leads a robust freelance graphic and website design business with over 100 nationwide clients, revitalizing brands with illustrious art and design work
- Offers comprehensive services including print/digital projects, photography, design consulting and more, garnering revenue exceeding \$20k
- Manages day-to-day sales and advertising activities including client communications, project coordination, and ensuring delivery of projects

### Follett | Graphic Designer | October 2022—February 2024

- Delivered omnichannel marketing materials for 2,700+ collegiate bookstores globally and facilitated printing production efforts with vendors
- Collaborated with brands such as Apple, Nike, and Adidas to create captivating print/digital design pieces, solidifying partnerships by ~20%
- Transformed templates into assets for campus store managers to manipulate and reuse, effectively streamlining design processes by ~15%

### eJuice Direct | Sr. Graphic Designer | Dec. 2019—April 2020

- Led the creation of all e-commerce promotions for the \$20M brand, creating captivating graphic designs for social media, web, and other platforms
- Managed, scheduled, and implemented social media marketing strategies, growing audience engagement by over 1k followers
- Developed engaging copy to enhance website product descriptions and flavor profiles, resulting in increased sales profits by ~\$40k