

CHERYL D'SOUZA

WWW.CHERYLDSOUZA.COM | INFO@CHERYLDSOUZA.COM | CHICAGO, IL

EDUCATION

Chicago Portfolio School | Mar. 2022

Graphic Design Program - Post-Graduate

University of Illinois at Urbana-Champaign | Dec. 2018

Bachelor of Science in Advertising - College of Media

SKILLS

Graphic Design
Art Direction
Photography
Packaging
UI/UX Design
Adobe Suite
Microsoft Suite
Procreate
Motion Graphics
HTML/CSS
Editorial Design
Advertising
Marketing
Illustration
Branding
Figma

EXPERIENCE

D'Souza D'Signs | Graphic Designer | Dec. 2017 - Present

- Accumulates over 100 different clients nationwide by freelancing a graphic design business with a variety of prices and services for both digital and print
- Designs various graphics and promotional material from logos to flyers and everything in between

eJuice Direct | Graphic Designer | Dec. 2019 - Mar. 2020

- Created and designed all digital content including social media posts, website graphics in multiple specs, email banners, and more
- Scheduled all EJD posts on each social media page, wrote creative copy for product descriptions and flavor profiles, and increased daily engagement

Shred415 | Jr. Graphic Designer | May - Dec. 2019

- Worked on website/social media designs, merchandise, billboard ads, flyers, mailers, corporate branding, GIFs, and other in-store promotional collateral
- Helped rebrand and grow the sub-brand, B&T, by building cohesive brand standards, created weekly Instagram posts, and designed other materials

Univ. of Illinois | Graphic Design Intern | Aug. - Dec. 2018

- Created and designed the entire printed 2017-2018 Child Development Lab Annual Report under the College of HDFS for CDL Illinois
- Composed flyers, posters, and other necessary graphics needed for CDL advertising promotions to supplement the report

SOCIAL

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