

# CHERYL D'SOUZA

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

## EDUCATION

### Chicago Portfolio School | Mar. 2022

Graphic Design Program - Postgraduate

### University of Illinois at Urbana-Champaign | Dec. 2018

Bachelor of Science in Advertising - College of Media

## PROGRAMS

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

## EXPERIENCE

### Follett | Graphic Designer | Nov. 2022 – Present

- Delivers print/digital design projects for 2,700+ collegiate bookstores globally, while also helping to facilitate printing projects with vendors
- Collaborates with brands such as Apple, Nike, and Adidas to create captivating design pieces, elevating brand partnerships to new heights

## SKILLS

Graphic Design  
Art Direction  
Photography  
Videography  
Packaging  
Motion Graphics  
HTML/CSS  
Advertising  
Marketing  
Illustration  
UI/UX

### D'Souza D'Signs | Sr. Graphic Designer | Jul. 2017 – Present

- Manages a thriving freelance graphic design business with over 100 nationwide clients, creating diverse digital and print collateral
- Offers comprehensive services including logo creation, flyers, photography, videography, and more, accumulating revenue exceeding \$7.5k




### eJuice Direct | Sr. Graphic Designer | Dec. 2019 – Mar. 2020

- Developed compelling digital designs, including social media posts, website graphics, and email banners, increasing following count by 1k+ users
- Managed social media scheduling and strengthened brand visibility by writing creative copy for product descriptions/flavor profiles

### Shred415 | Jr. Graphic Designer | Apr. – Nov. 2019

- Designed printed merchandise, billboards, mailers, and other website, social media, and email campaigns, increasing customer interactions by 20%
- Contributed to the rebranding/growth of the B&T sub-brand through the development of cohesive brand standards and engaging social media designs

## SOCIAL

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### Univ. of Illinois | Graphic Design Intern | Aug. – Dec. 2018

- Produced the 2017-2018 Child Development Lab Annual Report, showcasing strong design skills in creating a visually appealing and informative booklet
- Created flyers, infographics, and other relevant material for promotional purposes, effectively communicating key advertising messages