

# CHERYL D'SOUZA

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

## PROGRAMS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere Pro
- Adobe XD
- Adobe Firefly
- Microsoft 365
- Google Workspace
- Google AI Studio
- Figma

## SKILLS

- Art Direction
- Graphic Design
- Photography
- Videography
- Packaging
- Motion Design
- HTML/CSS
- Advertising
- Marketing
- AI Workflows
- UI/UX Design

## SOCIAL

- f** /dsouzadsigns
- @** @dsouzadsigns
- in** /cheryldsouza

## PROFESSIONAL SUMMARY

A Senior Graphic Designer leading creative execution for consumer and B2B brands across UI, CRM, and e-commerce, driving massive conversions and performance

## RECENT EXPERIENCE

### D'Souza D'Signs | Senior Brand Designer | July 2017 - Present

- Pioneers a full-service B2B creative marketing agency serving 100+ multibillion and million dollar clients, supporting \$50K+ in monthly client marketing revenue
- Delivers measurable results by driving an average ~56% increase in sessions, ~126% increase in orders, and ~74% increase in conversion rates across client websites
- Leads full brand execution across web, print, and digital channels including graphic design, web development, art direction, SEO strategy, and social media, including Amazon storefront and PDP redesigns for Conair and BaBylissPRO

### Motorola Mobility | Lead CRM Designer | January 2025 - February 2026

- Spearheaded design strategy & execution for B2C campaigns across 1B+ annual emails, supporting multiple NPIs through web, email, and social
- Developed advertising campaigns with partners including FIFA, NBA, Google, and Swarovski, driving 12M+ sessions, ~\$13M in revenue, and ~22K annual purchasers
- Drove significant improvements in engagement and CTRs through A/B testing and performance analytics, optimizing CRM workflows and scaling conversions

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

- Co-led omnichannel B2C creative execution supporting 2.7K+ collegiate bookstores across North America, producing print, digital, retail, OOH, and promotional assets under tight deadlines
- Collaborated with partners including Apple, Nike, lululemon, and adidas, developing cohesive visual systems that increased partnership engagement by ~20%
- Built design template systems and asset libraries for retail store leaders, improving production efficiency by ~15% and streamlining vendor coordination

### eJuice Direct | Senior Graphic Designer | December 2019 - April 2020

- Orchestrated full creative direction throughout the \$20M e-commerce brand across high-conversion web, email, and social campaigns as the sole designer
- Delivered retention-based assets generating ~\$40K in revenue and 2.5K+ quarterly followers across Instagram, Twitter, and Facebook
- Collaborated with marketing, product, and merchandising stakeholders to strengthen conversion-focused visual storytelling across all customer touchpoints

## HIGHER EDUCATION

### Chicago Portfolio School

Graphic Design - Postgraduate Program Certificate

### University of Illinois at Urbana-Champaign

Advertising - Bachelor of Science