

CHERYL D'SOUZA

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

PROGRAMS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere Pro
- Adobe XD
- Microsoft Office 365
- Google Suite
- Procreate
- Figma

SKILLS

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

LICENSES

- Wix Accessibility Specialist
- Wix Studio Web Designer
- LinkedIn Email Marketing
- Google Ads Search Certification

SOCIAL

f /dsouzadsigns
@ /dsouzadsigns
in /cheryldsouza

EXPERIENCE

D'Souza D'Signs | Lead Designer | July 2017—Present

- Pioneers a full-service B2B creative and digital marketing agency serving 100+ clients nationwide, supporting \$50K+ in monthly client marketing revenue while also generating \$20K+ through long-term partnerships
- Owns end-to-end brand and site execution, including web design, copywriting, print and digital design, SEO strategy, campaign development, CMS management, e-commerce listing management, and ongoing social/Google Business optimization
- Provides structured usability analysis and UI/UX critique for Fortune 500 brands including Meta, Google, and Adobe, shaping an accessibility-driven, user-centered, and interactive approach

Motorola Mobility | CRM Email Designer | Jan. 2025—Feb. 2026

- Spearheaded art direction, design, UX wireframing, strategy, and execution for lifecycle B2C campaigns across 1B+ annual emails, serving as the creative authority for CRM while also supporting multiple organic and paid NPI launches
- Co-directed end-to-end campaigns across ATL/BTL channels (social, web, email) with global partners including FIFA, MLB, Google, and Swarovski, driving 12M+ sessions, ~\$13M revenue, and ~22K purchasers annually
- Overhauled high-volume engagement and CTRs using A/B testing, segmentation, and performance insights, while also training interns, improving CRM workflows, and scaling creative output to brand and performance standards

Follett | Graphic Designer | October 2022—February 2024

- Co-led omnichannel B2C creative execution supporting 2.7K+ collegiate bookstores globally, producing high-volume print, digital, retail, and promotional assets under tight retail deadlines across ATL/BTL marketing channels
- Partnered with national brands including Apple, Nike, and Adidas, ensuring strict brand compliance, while also increasing partnership engagement by ~20%
- Built scalable template systems and asset libraries that improved production efficiency by ~15%, streamlining cross-functional workflows and vendor coordination

eJuice Direct | Senior Graphic Designer | Dec. 2019—April 2020

- Orchestrated creative direction for the \$20M DTC e-commerce brand, designing high-converting web, email, copywriting, and social campaigns, supporting all product launches, seasonal promotions, and media initiatives
- Drove performance-focused creative that contributed to ~\$40K in incremental sales revenue and increased digital audience growth by 1K+ followers
- Partnered cross-functionally with internal teams to optimize product listings, promotional strategy, and conversion-driven visual storytelling across all channels

EDUCATION

Chicago Portfolio School | March 2022

Graphic Design - Postgraduate Program Certificate

University of Illinois at Urbana-Champaign | December 2018

Advertising, College of Media - Bachelor of Science