

CHERYL D'SOUZA

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




PROGRAMS

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

SKILLS

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

SOCIAL

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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

EXPERIENCE

Follett | Graphic Designer | Nov. 2022 – Present

- Generates impactful print/digital design projects for 2,700+ collegiate schools and bookstores worldwide, ensuring strong brand consistency and visibility
- Collaborates with vendors for printing and shipment, ensuring timely delivery and seamless execution of marketing and design campaigns

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

- Manages a thriving freelance graphic design business with over 100 nationwide clients while delivering diverse digital and print design services
- Offers comprehensive services including logo creation, flyers, photography, videography, and other promotional material development

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

- Developed compelling digital content, including social media posts, website graphics, and email banners, resulting in increased daily engagement
- Managed social media scheduling and wrote creative copy for product descriptions and flavor profiles, while also enhancing brand visibility

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

- Designed printed merchandise, billboards, mailers, and other website, social media, and email graphics, enhancing the brand's customer engagement
- Contributed to the rebranding/growth of the B&T sub-brand through the development of cohesive brand standards and engaging social media content

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 document
- Created flyers, posters, and other relevant graphics for promotional purposes, effectively communicating key advertising messages