

# CHERYL D'SOUZA

MULTIFACETED GRAPHIC DESIGNER | CHICAGO, IL

WWW.CHERYLDSSOUZA.COM | INFO@CHERYLDSSOUZA.COM

## PROGRAMS

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

## SKILLS

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

## SOCIAL

**f** /dsouzadsigns  
**@** @dsouzadsigns  
**in** /dsouzadsigns

## EDUCATION

**Chicago Portfolio School | March 2022**

Postgraduate Program Certificate - Graphic Design

**University of Illinois at Urbana-Champaign | December 2018**

Bachelor of Science in Advertising - College of Media

## EXPERIENCE

**D'Souza D'Signs | Sr. Graphic Designer | July 2017—Present**

- Leads a robust freelance graphic and website design business with 100+ nationwide clients, revitalizing brands with illustrious art and design work
- Offers comprehensive services including print/digital projects, photography, design consulting and more, garnering revenue exceeding \$20K
- Oversees day-to-day sales and advertising, including client communications and project delivery, supporting \$50K+ in monthly client revenue

**Motorola Mobility | CRM Designer | January 2025—Feb. 2026**

- Designed lifecycle emails for promotions and NPIs targeting internal audiences and external partners, reaching 1B+ emails annually
- Created performance-driven creative across media, web, partnerships, and email, driving 12M+ engaged sessions and ~\$13M annual revenue
- Optimized engagement and CTRs in a high-volume setting using A/B testing, segmentation, and performance data, driving ~22K annual purchasers

**Follett | Graphic Designer | October 2022—February 2024**

- Delivered omnichannel marketing materials for 2,700+ collegiate bookstores globally and facilitated printing production efforts with vendors
- Collaborated with brands such as Apple, Nike, and Adidas to create captivating print/digital design pieces, solidifying partnerships by ~20%
- Transformed templates into assets for campus store managers to manipulate and reuse, effectively streamlining design processes by ~15%

**eJuice Direct | Sr. Graphic Designer | Dec. 2019—April 2020**

- Led the creation of all e-commerce promotions for the \$20M brand, creating captivating graphic designs for social media, web, and other platforms
- Managed, scheduled, and implemented social media marketing strategies, growing audience engagement by 1K+ followers
- Developed engaging copy to enhance website product descriptions and flavor profiles, resulting in increased sales profits by ~\$40K