

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
- 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 Integration
- UI/UX Design

SOCIAL

f /dsouzadsigns
@ @dsouzadsigns
in /cheryldsouza

EXPERIENCE

D'Souza D'Signs | Senior Art Director | July 2017 - Present

- Pioneers a full-service B2B creative agency serving 100+ clients nationwide, supporting \$50K+ in monthly marketing revenue and generating \$20K+ through long-term partnerships by delivering design, brand, and strategy solutions that drive growth
- Leads full brand execution across web, print, and digital channels, overseeing web design, copywriting, SEO strategy, and paid/organic media, while driving performance optimization and managing multiple client projects under tight deadlines
- Provides structured usability and UI/UX analysis for Fortune 500 brands like Meta, Google, and Adobe, shaping an accessibility-driven and user-centered approach

Motorola Mobility | Digital Designer | January 2025 - February 2026

- Spearheaded design execution for lifecycle B2C campaigns across 1B+ annual emails as the CRM creative lead, while also supporting multiple NPIs through concept development and visual direction, ensuring consistent brand identity
- Co-directed advertising campaigns across all social, web, and email, including paid/organic social content, with global partners such as FIFA, MLB, NBA, Google, and Swarovski, driving 12M+ sessions, ~\$13M revenue, and ~22K purchasers annually
- Overhauled high-volume creative improvements in engagement and CTRs through A/B testing and performance analytics, while also mentoring interns, optimizing CRM email workflows, and scaling retention and conversion alongside internal stakeholders

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, OOH, and other promotional assets under tight retail deadlines across all ATL/BTL touchpoints
- Collaborated with brands including Apple, Nike, lululemon, and Adidas, ensuring strict brand compliance while creating digital assets and developing cohesive visual systems that increased partnership engagement by ~20% while maintaining consistency
- Built design template systems and asset libraries for retail store leaders, enabling them to easily edit signage, wayfinding, and poster materials while improving production efficiency by ~15% and streamlining workflows and vendor coordination

Juice Direct | Senior Graphic Designer | December 2019 - April 2020

- Orchestrated full creative direction for the \$20M DTC e-commerce brand by building high-conversion web, email, and social campaigns while supporting copy, product launches, seasonal promotions, and integrated media initiatives
- Led performance-driven execution across digital and social channels, delivering retention-based assets that generated ~\$40K in revenue and drove 1K+ new followers on Instagram/Facebook through optimized targeting and content strategy
- Collaborated cross-functionally with internal marketing, product, and merchandising teams to refine product listings, elevate promotional strategy, and strengthen conversion-focused visual storytelling across all customer touchpoints

EDUCATION

Chicago Portfolio School | January 2021 - March 2022

Graphic Design - Postgraduate Program Certificate

University of Illinois at Urbana-Champaign | August 2014 - Dec. 2018

Advertising - Bachelor of Science