CHERYL D'SOUZA

SENIOR DESIGNER & ART DIRECTOR | CHICAGO, IL | HELLO@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
- Procreate

SKILLS

- Art Direction
- Graphic Design
- Photography
- Videography
- Packaging
- Print Production
- Motion Design
- HTML/CSS
- Branding
- Retouching
- Typography
- Advertising
- Marketing
- AI Workflows
- UI/UX Design

SOCIAL

/dsouzadsigns
@dsouzadsigns
/cheryldsouza

SUMMARY

A Senior Designer and Art Director leading creative across web, CRM, e-commerce, and social for B2B, B2C, and CPG brands to drive engagement and conversions

EXPERIENCE

tgin® | Creative Manager | September 2026 - Present

- Leads creative direction and brand development across ecommerce, retail, packaging, and advertising, establishing cohesive brand standards across channels, contributing to a ~3.4M reach across 340+ Instagram and TikTok posts YTD
- Directs brand strategy, taking over the website redesign initiative, saving ~$8.5K YoY
- Oversees integrated creative development for NPIs, omnichannel campaigns, PDPs, social, email, and retail activations, supporting distribution across 20K+ retail stores

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

- Founded and leads a full-service B2B creative agency serving 100+ clients, generating $50K+ in monthly client marketing revenue with $25K+ YoY growth
- Delivers measurable results through end-to-end UI/UX and brand design, driving an average of ~56% increase in sessions, ~116% in sales, and ~74% in conversions
- Leads full brand execution across web, print, and digital channels, including graphic and web design, marketing, art direction, SEO/GEO, and social media strategy, such as Amazon PDP redesigns for BaBylissPRO and Conair

Motorola Mobility | Lead CRM Designer | January 2025 - March 2026

- Spearheaded design strategy and execution for lifecycle B2C email campaigns for a 17M+ audience as the sole CRM designer, leading multiple, full NPI and 360° campaigns while also creating cohesive assets across email, web, and social
- Directed advertising campaigns with global partners including FIFA, NBA, Google, and Swarovski, driving 12M+ sessions, ~$13M in revenue, and ~22K purchasers YoY
- Overhauled the team's design workflow by migrating from Adobe XD to Figma, building a reusable template system and onboarding team members

Follett Higher Education | Graphic Designer | October 2022 - March 2024

- Led omnichannel B2C creative execution supporting 1.7K+ collegiate bookstores, producing print and digital assets under tight deadlines alongside stakeholders
- Collaborated with partners including Apple, Nike, lululemon, and adidas, developing visual systems that increased partnership engagement by ~20%
- Built and maintained design template systems and asset libraries for retail store leaders, improving production efficiency by ~35%

EDUCATION

Chicago Portfolio School

Graphic Design - Postgraduate Certificate

University of Illinois at Urbana-Champaign

Advertising - Bachelor of Science