

SOL MORALES

Graphic Designer + Illustrator

Education

The University of Tampa
B.A. in Advertising
May 2019

Extracurricular

The Ad Club Student Org
Founder 2018
University of Tampa

The One Club
Bootcamp 2019
77&Sunny LA

Skills

Adobe Illustrator
Adobe Indesign
Adobe Photoshop
Figma
Procreate

Interests

Branding
Art Direction
Illustration
Production

Languages

English
Spanish

Graphic Designer and Illustrator at LivePerson

New York, NY | October 2021 - September 2022

- Creating and establishing brand illustration style
- Designing and producing interactive digital content
- Translating business and marketing objectives into designs

Event Graphic Designer at FIRST & Clive Agency

New York and London | November 2021 - September 2022

- Providing art direction on all aspects of event design
- Developing design options for physical signage
- Creating key visuals from existing brand guidelines
- Preparing production-ready art files for fabrication

Freelance Graphic Designer and Production Assistant

New York, NY | February 2020 - November 2021

Clients: McKinsey, Art Department, March of Dimes, WaitWhile

- Assisting Art Director and Set Designer
- Sourcing and taking inventory of props
- Designing request specific icons and company swag
- Creating 2D illustrations in clients existing style

Graphic Designer at The Trade Desk

New York, NY | August 2019 - February 2020

- Collaborating in global corporate rebranding
- Assisting in art direction of employee branding and culture
- Creating digital publications including research reports and digital magazines