



sonalipateldesigns.com \*



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Central Jersey, NJ



## EMPLOYMENT & EXPERIENCE

### LEAD GRAPHIC DESIGNER

MAY 2015  
to  
PRESENT

*MultiVu, a Cision company, New York, NY*

- Projects entail the following: concept boards, style frames, story boards, asset creation, social gifs, infographics, info bytes, looping infographics, digital banners, page design for virtual events, powerpoints, internal publications, RFPs, etc.
- Work with an array of clients in pharmaceutical, healthcare, technology, education, automotive, food & beverage, beauty & wellness, realty, financial institutions, travel, and non-profits on award-winning projects.
- Manage the design team and all communication they need between other groups and clients.
- Multi-task by working on more than one project at a given time while over-seeing the rest of the designers' work.
- Create solutions for project workflows as well as manage the schedule for each designer.
- Work with internal team on marketing materials to help continuously build the brand of MultiVu.
- Attend several client facing meetings on a daily basis, occasionally in-person, to educate clients on our products, services, and solutions (infographics, social media content, animations, etc).
- Assist and contribute ideas/trends through research to help pitch ideas to new potential clients with producers, project managers, and sales on calls.
- Work with other teams within MultiVu (inside and outside creative) to strategize providing creative story-telling solutions for clients.
- Work as a team to maximize the quality and turnaround time of the project at hand.
- Provide support to the production and post team while people are out, have an overflow of work, or need an extra set of eyes on work.

### FREELANCE GRAPHIC DESIGNER

MAR 2012  
to  
PRESENT

*Central, NJ*

- Design, illustrate, and create various types of projects including, logo designs, stationery, invitations, monograms, flyers/posters, pamphlets, book design, and social content.
- Communicate and establish an understanding with clients.
- Create a timeline with the client to maximize efficiency and without compromising the quality of work.

### FREELANCE GRAPHIC DESIGNER

JUN 2012  
to  
OCT 2014

*Warren County Liquors, NJ*

- Created a new logo for the client.
- Made flyer and ticket designs for Annual Beerfest events with partnering non-profits.



## SOFTWARE & SKILLS

### ADOBE CREATIVE SUITE

Illustrator					
Photoshop					
InDesign					
Audition					
After Effects					

### OTHER

- Mac and PC
- Microsoft Office (Word, PPT, Excel)
- Squarespace



## COMM + CREATIVE SKILLS

- Exception Communicator
- Client-Facing
- Great Time Management
- Quick Learner
- Multi-tasker
- Team Player
- Hard-worker
- Illustration
- Pattern Design
- Set Design
- Painting
- Sewing
- Craft-work



## EDUCATION

### THE ART INSTITUTE OF PHILADELPHIA, PA

MAR 2015

*Bachelor of Science in Graphic Design*

- Dean's List - all quarters of attendance
- Best Portfolio

### RARITAN VALLEY CC, BRANCBURG, NJ

MAR 2015

*Associate of Fine Arts Visual Arts*

- Dean's List - all quarters of attendance
- Magna Cum Laude

\* Please email me for access to the password protected page on my website.