

Sonia Persad

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PROFESSIONAL EXPERIENCE

The School of Visual Arts

Teaching Assistant, Sep 2014–present

Encourage and support the learning of the fourth year Portfolio class of Bryan Farevaag

Sonia Persad, Freelance

Junior Graphic Designer, Jul 2014–present

Poster and flyer design for Off-Broadway play | Packaging directions, illustration and design | Ad and Sales sheets | Presentation updates and file organization | Various clients, including Stag & Hare

Edible Magazine, Manhattan, Brooklyn, East End & Long Island

Design Intern, Jun 2013–Aug 2013

Designed banner, poster, email template, buttons and web sidebar ad | Updated all graphic items as needed for print and web | Created tickets for the web designer, and helped track progress

Center for Book Arts, New York, NY

Design Intern, Jun 2012–Aug 2012

Created and edited video as an informational and motivational 'call-to-action' | Designed graphic for crowd-funding edition of their email newsletter

Footprints Eco Resort & Spa, Culloden, Tobago

Creative Director, Nov 2010–May 2011

Designed and executed all in-house graphic designed items | Helped map website wireframe and tracked webmaster's progress | Administration duties | Guest comfort

Millennium Apparel Group, New York, NY

Design Assistant, Children's Wear, Dec 2006–Mar 2009

Digital flat-sketched garments under Head Outerwear, Sportswear and Swim Designers | Tracked all Licensed art for Design and Production departments and Licensors | Created and revised tech packs

Concepts In Time LLC., New York, NY

Graphic Designer, Apr 2002–May 2006

Designed box and facepaper packaging, in-box manual, logo and hangtags | Produced mechanicals Overseas communication with factories | Administration duties

EDUCATION

School of Visual Arts, New York, NY

B.F.A., Graphic Design, May 2014 | *Dean's List, 5 semesters*

Parsons School of Design, New York, NY

A.A.S., Fashion Design, May 2002 | *Finalist, Senior Fashion Show*

Art Institute of Fort Lauderdale, Fort Lauderdale, FL

A.A.S., Fashion Merchandising, Mar 1999 | *Dean's Honor List | cum laude*

Neuchâtel Junior College, Neuchâtel, Switzerland

Canadian Grade 13 (OAC), Sep 1996–Jun 1997

AWARDS & HONORS

Gold Medalist, Society of Publication Design, Student Outreach Competition for *Key Dates in Feminist History 1900-2014*

COMPUTER-RELATED SKILLS

Adobe CC: Illustrator, Photoshop, InDesign, Bridge and Digital Publishing Suite | Experimenting in AfterEffects | Basic HTML and CSS | Compulsive File Organizer

DESIGN-RELATED SKILLS

Identity, Packaging, Icon and App design | Typography and Illustration | Interactive and Website design Editorial and Book design | Book-binding | Letterpress, Block and Stencil printing | Research-addicted