



HELLO, MEET MY PROFILE

about

Based in Buenos Aires, Argentina.

I'm a Graphic Designer who graduated in July 2023 from Universidad Argentina de la Empresa (UADE), with hands-on experience across agencies, companies, and freelance projects. I bring a versatile design approach that combines creativity, strong visual communication, and a user-centered mindset. I specialize in branding, digital content, and visual storytelling, with a solid command of industry-standard tools such as Adobe Creative Suite and Figma.

I'm highly adaptable, collaborative, and focused on delivering design solutions that align with business goals while maintaining a distinctive visual identity

Concepts, specific results for each need, and visual interest are my key values.

Personal Traits

_Creative and
concept-driven thinker
_Detailed oriented

_Proactive
_Adaptability

_Passionate about design/art

Languages

advanced

_English (written and oral)

native

_Spanish

Hard skills

_Graphic Design
_Editorial Design

_Branding
_Artist ID

_Packaging Design

_Typography

Softwares

_Adobe Creative Suite

advanced

Photoshop
Illustrator
InDesign
Lightroom

moderate

_Premiere, After Effects,
Media Encoder, Adobe XD, Dimension

_Office Suite (Word, Power Point, Excel)

_Collaborative platforms (Figma, Trello,
Miro)

+INFO

Maria Sol Soto Chasvin
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SPECIAL MENTIONS

**Guest Judge
at the Branding Course,
Parsons School of Design**

2023

• education

_University (UADE): Graphic Design Graduate
2023

**_University Scholarship Winner:
Istituto di Design di Milano, IED**
1 semester (2020)

• Courses

Graphic Design / Editorial Design Intensive
at New York Design Experience
New York Based, 2023

experience

(ACTUALS)

_Freelance Designer

March 2021 – actual

Responsible for providing direction and support in visual projects, including brand campaigns and label design production for high-impact products.

**_Graphic Designer
at TODA (New York City)**

Internship / September – December 2023

Responsible at a design studio of handling a diverse portfolio of brands and their graphic projects. Addressing a wide range of challenges and requests from each brand, both in larger-scale projects and day-to-day assignments, understanding branding guidelines while providing creative solutions that align with their identities.

_ University Teacher

March 2024 – actual

Responsible for developing and delivering engaging curricula, assessing student work, and providing constructive feedback.

**_ Head Graphic Designer / Art Director
at Young Unique Kreative Individuals (YUKI)**

March 2023 – October 2023

_Graphic Designer

August 2022 – March 2023

Responsible for providing direction and support in visual projects, including brand campaigns and label design production for high-impact products.

_Graphic Designer at Michael Page.

August 2021 – July 2022

Responsible for creating visual communication pieces for both internal and external use within the company, ensuring adherence to the company's key visual identity in each of the artworks.