Sofia Katzman

[New York, NY]   [LinkedIn]   [Portfolio]

DESIGNER

Adaptable designer equipped with a versatile skill set encompassing project management, graphic design, and event planning. Well-versed in the latest creative software and technologies. I am excited about the prospect of seamlessly merging my expertise into a role where I can channel my passion for crafting compelling visual content and nurturing innovative ideas.

TECHNICAL SKILLS

Languages: JavaScript, Python, SQL, HTML, CSS
Frameworks & Tools: React, Flask, Tailwind, Git, SQLite, SQLAlchemy, PostgreSQL, Pygame
Programs: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Rush, Adobe Premiere, Blender, SketchUp, Procreate, Figma

EXPERIENCE

Freelance   New York, NY
Full-Stack Software Engineer   2020 - Present
- Develop and implement responsive and user-friendly front-end interfaces using HTML, CSS, and JavaScript, ensuring optimal compatibility across different devices.
- Leverage back-end technologies including Node.js and Python to build robust and efficient server-side functionality, ensuring data integrity and security.

Cafe Tucano
- Crafted a captivating logo that served as the cornerstone of all marketing and branding materials.
- Designed elegant and visually appealing menus.
- Created three stunning mosaic installations, adding a unique artistic touch to the space.
- Transformed the outdoor environment by designing and painting a mural of the cafe's logo, enhancing its brand presence.
- Developed and distributed compelling event marketing materials to drive engagement and attendance.

BaeTails
- Conceptualized and brought to life a distinctive and memorable logo that embodies the essence of the doggy daycare.
- Produced a visually stunning marketing brochure that effectively communicates the services and offerings.
- Crafted eye-catching business cards that leave a lasting impression on clients and prospects.
- Achieved a significant artistic milestone by designing and executing a magnificent three-story mural.
- Transformed the exterior facade and interior lobby through innovative design and painting techniques.

TTTMD Entertainment, LLC   New York, NY
Director of Operations and Design   2020 - Present
- Managed a $150k budget, resulting in $705k profit for a collaborative event with Hudson Yards, The Edge, and Rhubarb.
- Led a month-long series of 15 events, generating $1.3 million in revenue, directly hiring and directing 75 staff members.
- Orchestrated a successful Circoloco Halloween event with TekSupport, directed staff, and yielded $500k in revenue.
- Designed marketing material, managed a $5.9M government budget, completed 3 art shows generating over $300k in profit, and executed last-minute events with agility.
- Created all distribution materials, including but not limited to event invitations, floor plans, and signage.
- Directly managed production and fabrication of event props.

Intel Inc.   New York, NY
Operations Manager - Mobileye Division   2018 - 2020
- Managed a substantial $2M inventory, achieving $13M in sales and remarkably reducing quarterly freight costs by almost 80%, as a result of strategic data-driven collaboration with finance teams and vendors.
- Skillfully organized a $50k annual sales conference, providing comprehensive training, workshops, and team-building activities for North American staff, fostering a productive and engaged work atmosphere.

Blue Apple Books   New Jersey, NJ
Operations and Design Assistant   2013-2015
- Translated an entire series into Spanish, "Hola Ingles!" which is now in distribution.
- Assisted in print production processes and ensured the production of high-quality and visually appealing products.
- Reorganized the library by category, author, and illustrator to facilitate quick access to titles.
- Designed catalogs and banners for use on the company's Facebook page and website.
- Liaised between Director of Design and Owner to facilitate communication and ensure timely goals were met.

EDUCATION

Flatiron School   New York, NY
Software Engineering Full-Stack Bootcamp   2023
Full Stack Web Development: JavaScript, React, Python, Flask, and SQL Curriculum