

SOFIA GOMES

EDUCATION

Georgia Institute of Technology – *B.S. in Literature, Media & Communication*

- Concentration in Design and Communication
- Expected graduation in May 2021
- GPA: 3.43
- Dean's List for Fall 2019, Spring 2020, Fall 2020

Jan. 2019 – Present
Atlanta, GA

Georgia State University – *B.A. in Arts and Design*

- GPA: 3.75
- President's List for Spring 2018

Jan. – Dec. 2018
Atlanta, GA

WORK EXPERIENCE

Background CC – *U.S. Assistant Director*

- Worked in the development of an art supply chain for a social media company with a 4,000,000+ followers network by setting up a \$20k budget, connecting them with manufacturers, designing the logistical planning and creating social media marketing strategies
- Participated in the creation of Baseline, a new website concept for content consumption, information distribution and user interaction by constructing a worldwide network of 15+ contributors, creating profitable content and marketing strategies, performing user acquisition and contributing with personal written and visual pieces

Summer, Fall 2020
Remote

Georgia Tech Department of Human Resources – *Graphic Design Intern*

- Was hired by Georgia Tech's Department of Human Resources to restructure and redesign all the teaching materials provided to faculty during their orientation
- Worked on diversifying and creating new approaches for the printed materials provided by the department
- Deepened my knowledge of InDesign, Illustrator, Photoshop and Lightroom

Spring 2020
Atlanta, GA

La Belle Epoque Gallery – *Digital Design Intern*

- Edited graphic content such as product pictures for their website using Photoshop and Lightroom
- Created a new approach for their social media marketing which consisted of a new concept for their Instagram photos, merging their posters with backgrounds from West Village

Summer 2019
New York, NY

EXTRACURRICULAR ACTIVITIES

Parsons Graphic Design Summer Intensive Program

- Studied for 3 weeks at Parsons' Summer Intensive Program while enrolled in the Graphic Design Level II course
- Designed, printed and assembled a 44-page zine composed of a poem from celebrated Brazilian writer Fernando Pessoa and illustrated with handmade collages of pictures by Brazilian photographer Sebastião Salgado
- Developed and created the branding identity and packaging for my take on a Survival Kit that celebrated modern women
- Created over 20 additional graphic pieces including an animated poster celebrating the 100th anniversary of the Bauhaus movement
- Deepened my knowledge in Illustrator, InDesign and Photoshop

Summer 2019
New York, NY

BRASA at Georgia Tech – *Marketing Director*

- Acted as Marketing Director for the Brazilian Student Association at Georgia Tech
- Recreated BRASA's visual identity, from redesigning their logo and icons, to restructuring the design of their marketing materials
- Created BRASA's Instagram and maintained all their social media platforms
- Organized and participated in various tabling and outreach events

Spring 2018
Atlanta, GA

SKILLS

English - *fluent*
Portuguese - *fluent*
Spanish - *proficient*
French - *intermediate*

TOOLS

Sketch Up
Lightroom
Photoshop
Illustrator
InDesign
CSS
HTML
Python
Microsoft Package
Adobe Premiere Pro

PORTFOLIO & CONTACT

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