

Sophia Agoston

Graphic Designer & Illustrator

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I am a multidisciplinary graphic designer and illustrator with three years of professional experience designing compelling, market-ready products in the souvenir and consumer goods space. I specialize in translating ideas into memorable visual identities and products that resonate with diverse audiences. I have a strong foundation in illustration, typography, product development, and focus on design principles. I utilize my curiosity, adaptability, and a continual drive to refine my work to deliver unique and impactful designs.

EDUCATION

B.A. Design

University of California, Davis

SKILLS

Graphic Design
Illustration
Typography
Photo Editing
Product Design
File Organization

APPLICATION KNOWLEDGE

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Microsoft Office
Clickup
Connect Fonts

EXPERIENCE

Pinnacle Designs / Graphic Designer

San Fernando, CA (June 2022 - present)

- Collaborate closely with cross-functional design teams to meet client expectations and uphold brand consistency.
- Design products based on client needs and guidelines, adhering to legal and copyright standards.
- Adapt client feedback into productive design revisions, with cohesion to company standards.
- Create content for social media, including Instagram reels, grid posts, and stories.
- Film, edit, and post engaging and trend-based content for TikTok showcasing products.
- Manage a high volume of design requests in a fast-paced environment, consistently meeting deadlines.
- Retouch and edit photos for company catalogue using Adobe Photoshop.
- Optimize resources to deliver high output of designs daily.
- Create detailed illustrations of iconic scenes and landmarks for print-ready photo process products.
- Prepare production files for print and overseas manufacture of souvenir products.

U.S. Army Apache Company / Freelance Graphic Designer

Remote (June 2024)

- Created custom illustrations for Apache Company unit t-shirts, reflecting the team's culture and preferences.
- Designed vector artwork to be adapted to different shirt and ink colors.
- Collaborated with Apache Company service members to capture desired aesthetic and ensure brand cohesion.
- Planned layout of t-shirt print and adapted design for large and small scale options.
- Assessed client comments with a positive attitude and improved design concepts based on feedback.
- Produced deliverables package, including vector, photo, and PDF formats.

T4 Boba / Freelance Graphic Designer

Northridge, CA (February - March 2022)

- Designed print and digital menus to promote new items and engage a broad customer base.
- Communicated effectively with brand owner to understand company vision and needs.
- Managed deadlines and the design revision process to ensure deliverables were approved and displayed on time.
- Assessed client and customer feedback to ensure that menu designs are accessible and appropriate for all audiences.
- Photographed products and edited photos to be displayed in store on screen.
- Ensured high-quality imagery for print format and large display.
- Updated deliverables over time to match company growth and product development.