

Sophia Agoston

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Graphic designer with four years of experience designing branded and custom merchandise for the souvenir and promotional markets. Skilled in illustration, typography, and product development. Partners closely with sales teams to translate client goals into visually exciting, market-ready designs, along with accurate production files for both domestic and overseas manufacturing.

EDUCATION

B.A. Design

University of California, Davis

SOFTWARE

Adobe Illustrator, Adobe Photoshop,
Microsoft Office, Mac OS, Google
Workspace, ClickUp, Connect Fonts

SKILLS

Design, Illustration, Typography,
Product Design, Photo Editing,
Brand Storytelling, File Organization

EXPERIENCE

Graphic Designer — Pinnacle Designs *San Fernando, CA (June 2022 – present)*

- Design original, trend-forward branded and souvenir products from concept through production for brands including Warner Bros., Sphere, Aramark, Hudson Booksellers, Rock and Roll Hall of Fame, and more.
- Partner closely with cross-functional sales teams to support client presentations, meet client expectations, and maintain brand consistency.
- Elevate and expand on client brand guidelines through illustration, typography, and product design across multiple product categories and processes.
- Prepare accurate production files and proofs for print and overseas manufacture, coordinating with suppliers on product templates and specifications.
- Translate client feedback into fast, on-brand design revisions while managing a high volume of requests under tight deadlines.
- Illustrate iconic scenes and landmarks for print-ready photo process products, utilizing different print processes.
- Maintain strong file organization on a shared server and assist project management by cataloging new art requests and revisions.
- Collaborate with fellow designers to brainstorm and evaluate visual directions, creating design solutions that are both visually strong and production-ready.

Freelance Graphic Designer — T4 Boba *Northridge, CA (February – March 2022)*

- Created digital and print collateral, including menu and promotional designs, to engage a broad customer base and support new product launches.
- Communicated directly with the brand owner to translate company vision into design deliverables, independently managing deadlines and revisions.
- Photographed and edited product imagery for in-store and digital display, ensuring high-quality results across print and screen formats.
- Delivered final packages in vector, photo, and PDF formats, updating designs over time to match company growth.