

# soniachiballesteros

www.niachia.com  
sonia@niachia.com  
415.606.5451

## EXPERIENCE

### Contract Senior Graphic Designer

*Skidmore, Owings & Merrill LLP, San Francisco, CA*

2013 TO PRESENT

- Worked in-house in the Planning department as Senior Graphic Designer. Established creative direction for all presentation and marketing materials including brochures, Powerpoint presentations, project reports, boards and award submission packages. Worked on both English and bilingual projects, liaising with overseas studios. Created infographics and refined drawings for projects, working directly in Illustrator. Collaborated with design teams to establish graphic standards for the studio and introduced new work processes. Hired, trained and supervised junior graphic designers for the studio as needed.

### Freelance Graphic Designer

- *ORO Editions, San Francisco CA*
- *City of Citrus Heights, Sacramento, CA*
- *ADHR Consulting, Hayward, CA*
- *Blue Highway Design, San Francisco, CA*
- *Pier 39, San Francisco, CA*
- *Avenue A/Razorfish, San Francisco, CA*

2007 TO PRESENT

### Creative Director

*Bontica, San Francisco, CA*

2001–2002

- Created a logo and identity system for the retail store Bontica. Designed in-store materials, stationery, signage and packaging. Executed brand implementation to merchandising, packaging and the retail environment.

### Senior Designer

*marchFIRST Inc., San Francisco, CA*

1998–2001

- Designed collateral, identity systems, newsletters, in-store materials and packaging for Apple Computer Inc. Responsibilities included design, presentations, art-direction of photoshoots, and supervision of production.
- Designed launch sites for Pottery Barn.com and Netflix.com. Generated and presented design concepts, supervised production of project from start to launch. Other clients include: marchFIRST and Excite@Home.

### Junior Designer

*Skidmore, Owings & Merrill LLP, San Francisco, CA*

1998–1999

- Designed and produced projects including leasing brochures, environmental signage and in-house marketing materials.

### Internships

*Landor Associates, San Francisco, CA*

*Alben+Faris Inc., Santa Cruz, CA*

## EDUCATION

### Rhode Island School of Design

BFA '98 with Honors in Graphic Design

Contributing writer for The Providence Journal and RISD Views

InDesign, Illustrator, Photoshop, Powerpoint, Keynote.

Mac & PC Proficient

Fluent in both English and Mandarin.