

SOFIA

FLORESCA

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EXPERIENCE

BRAND DESIGN INTERN, ELECTRONIC ARTS

REDWOOD CITY, CA

MAY 2026 – AUG 2026

- Designed all original launch creative, including social graphics and a billboard, for the “Icons of Football” podcast featuring David Beckham, Zlatan Ibrahimović, and Zinedine Zidane, an EA Sports x Spotify collaboration; podcast has surpassed 779K YouTube views.
- Partnered with a senior designer through multiple rounds of social concepts for brand executives after an approval issue forced a last-minute campaign redesign; designed and delivered the final billboard that went live on a high-traffic NYC intersection.
- Delivered original concepts for EA’s Skate brand at the invitation of its creative director, concepts selected over senior designer submissions for final production.
- Created an eight-slide Instagram Carousel with unusual license to depart from standard brand guidelines, independently designing the content with regular check-ins and final approval from my creative director.

DESIGN DIRECTOR, UNIVERSITY GIRL MAGAZINE

SYRACUSE, NY

AUG 2024 – DEC 2025

- Led a team of 15+ designers each semester over a year and a half, providing hands-on guidance and short tutorials on tools like Adobe InDesign and Photoshop.
- Delivered three magazine issues, setting the creative direction for the entire publication, personally designing all front-of-book content and making final calls on every design element.
- Guided designers through a structured four-draft feedback process, aligning individual creative visions with the magazine’s theme while maintaining a consistent editorial voice.
- Streamlined production by managing timelines, coordinating with editors, and building organizational systems (schedules, templates, presentations) that improved team-wide efficiency.

APPAREL CHAIR, SU DANCEWORKS

SYRACUSE, NY

APR 2024 – APR 2025

- Ideated, designed and distributed three multi-item merchandise drops for a 100+ member organization, achieving a 55% member purchase rate in org-wide drops.
- Balanced competing creative visions from executive board members to consistently deliver standout, trendy merchandise that resonated with a diverse membership base.

SKILLS

Adobe	Illustrator	Photoshop	InDesign	AfterEffects	Premiere	Lightroom		
Microsoft	Word	Excel	PowerPoint		Google	Docs	Sheets	Slides
Figma	Framer	Canva	Blender		Instagram	TikTok	X	Facebook

EDUCATION

S.I. Newhouse School of Public Communications,
School of Information Studies; **Syracuse University**

MAY 2027

B.S. Visual Communications (Design) & Applied Data Analytics

- Renee Crown University Honors Program, Newhouse Leadership Scholarship, Invest in Success Scholarship
- Dean’s List All Semesters