

TEIRRA

SOPHISFUL.COM | TEIRRA.E.TY@GMAIL.COM | ATLANTA, GA

EXPERIENCE

FREELANCE GRAPHIC DESIGNER | Sophisful

Remote 2020–Present

- ◆ Design brand identity systems and marketing materials for 20+ clients across various industries, increasing brand visibility and engagement.
- ◆ Develop custom support and collaborate with clients, developing creative solutions that allow them to stand out from their competition, establish a trusted brand, and to visually tell their story across both digital and print platforms in a way that is both consistent and unique.

GRAPHIC DESIGNER | OVME

Atlanta, GA 2022–2024

- ◆ Created OVME branded-designs, including print and digital marketing materials, including signage, branded swag, and in-store animations.
- ◆ Built branded email campaigns, doubling first time client bookings and boosting click-through rates by 20% through visually compelling layouts.
- ◆ Designed social media graphics and templates, improving engagement across platforms like Instagram, Facebook, via branded posts, reels, stories.

LEAD GRAPHIC DESIGNER | FAMU Journals

Tallahassee, FL 2021–2022

- ◆ Developed the visual identity for a college organization that hosted a bi-annual showcasing of student directed documentaries, increasing campus and public involvement, recognition, and engagement by 15%.
- ◆ Led the design team in creative projects, providing direction and feedback to ensure both cohesive design and creative solutions.
- ◆ Collaborated with FAMU Journals' agency partners to explore opportunities for expanding the brand beyond the campus.

RECOGNITION

FLORIDA PRINT AWARDS

Tallahassee, FL 2022

A prestigious competition hosted annually by the Florida Graphics Alliance to celebrate outstanding achievements in the printing and graphics industry across the state.

SKILLS

TECHNICAL

Adobe Creative Suite
Visual Identity
Canva
Figma
Illustration
Packaging
Print
Typography
Klaviyo
Procreate
After Effects
Spline
Framer

PERSONAL

Relator
Adaptive
Introspective
Futuristic
Deliberative
Collaborative

EDUCATION

FLORIDA A&M UNIVERSITY

BA Graphic Communications
Tallahassee, FL 2018–2022

INVOLVEMENT

AIGA MENTEE

Atlanta, GA 2024

Engaged with a dynamic network of design professionals and accessed resources to support growth and innovation in the creative industry.

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