



2805 Woodwardia Dr.  
Los Angeles, California 90048

813-334-6991  
soniaacostaad@gmail.com  
soniaacostacreative.com

**H E L L O**

I am a creative director / designer with 12 years of experience across a broad spectrum of product categories, devices and platforms. My skill set includes experience design, UI design, responsive web design, application design, social media design, marketing material and 360 campaigns, design strategy, branding, concept development and team management. I am inspired by simple and clever design. I love creating children products, branding for new businesses, and motivating young creatives.



**E D U C A T I O N**

**2009-2011**

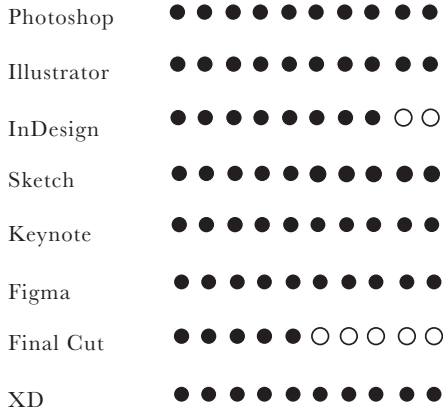
Art Direction  
Miami Ad School, Miami, Florida

**2004-2008**

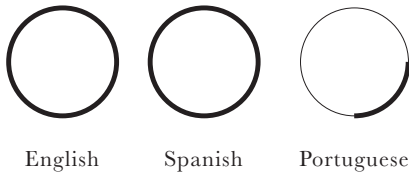
B.A Mass Communication-Advertising (Cum Laude)  
University of South Florida, Tampa, Florida



**D E S I G N S K I L L S**



**L A N G U A G E S**



**A W A R D S**

- 2 W3
- 1 OMMA
- 3 Gold ADDY'S
- 3 Silver ADDY'S

**E X P E R I E N C E**

**2018- Present Gallardo Labs**

**Los Angeles – Creative Director**

In charge of supervising and leading all user experience and visual design aspects of all our clients projects.  
Brands – Virgin Voyages, Norwegian Cruise Line, FridaBaby

**2016- 2018 Publicis Sapient**

**Los Angeles – Senior Art Director**

Lead creative responsible for conceiving, design, production, team management, new business design support and ideation.  
Brands – Samsung, Holland American Line, Seabourn Luxury Cruises, Phillip 66, Smart & Final, Bank of the West

**2015- 2016 Sapient Nitro**

**San Francisco – Art Director**

Lead creative responsible for conceiving, design, production, team management support and new business design support. Brands – Nokia Technology, Vail Resorts, 21st Century Fox, Shell

**2011- 2015 Sapient Nitro**

**Miami – Art Director**

Lead creative in the Sapient Miami Studio responsible for conceiving, design, production and maintenance of all Sauza-Beam brand websites, Citi Bank's OneMain Financial social channels and social branding. In charge of supervising of a team of 3 senior designers, 2 copywriters, 2 developers and a community manager and also senior creative for pitch work.  
Brands – Sauza- Beam, Dodge, Chrysler, Fiat, Ferrari, Miami Heat, Budweiser, Office Depot, Citi Bank, Visit Florida

**2011 Sapient Nitro**

**Miami Beach – Art Director Intern** Brands – HBO, Coca-Cola, Capital One, Vitamin Water, Rotel

**2010 McCann Erickson Miami- Art Director Intern** Brands– GM (Argentina & Brazil), Corona (Mexico), Tosh (Colombia )

**2008-2009 Pyper Paul + Kenney**

**Tampa – Designer**

Responsible for conceiving and design of traditional and non-traditional advertising. Brands – Tampa Bay Rays, ASPCA, Lowry Park Zoo, Florida Aquarium