

# CV / Sonja Bella

## SENIOR GRAPHIC DESIGNER

Creative and highly skilled Senior Graphic Designer, offering over 22 years of expertise in overseeing the successful execution of impactful design solutions across both digital and traditional print platforms. I enjoy working at a fast pace and can manage numerous projects while meeting deadlines in high-pressure situations. Demonstrating exceptional project management skills and attention to detail, I have successfully cultivated and sustained working relationships with a number of senior executives and marketing managers over my career.

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📍 Central Coast, NSW

➔ [View Portfolio](#)

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## CAREER HISTORY

### Senior Graphic Designer - Freelance

Sonja Bella Art

2019 – current

As a freelance designer I provide graphic and web design support to companies requiring design expertise and assistance in managing their overflow work. I am responsible for providing both creative direction and graphic design services by working with marketing teams to support their needs.

My experience in providing creative direction for brand refresh and corporate identity development allows me to design distinctive, contemporary, and sophisticated marketing material based on brand archetype philosophies.

Stepping away from the high-pressure and fast pace of my previous business, I now enjoy working with a select number of clients who value my design and creative direction. Prioritising a balance in my work and life, I enjoy focusing my time and energy on aspects of the job that I enjoy the most, namely brand identity and graphic design for print.

### Co-Owner / Senior Graphic & Web Designer

Sonic Interactive Pty Ltd  
Web & Graphic Design Studio

2001 – 2018

My primary responsibility was to lead the design and production of all projects, both online and print. Our clients spanned a broad range of sectors including corporate, industrial, Government, manufacturing, retail and advertising agencies. Along with the creative direction of all projects, I briefed and managed staff and contractors while maintaining client expectations.

I was involved in web system development, UI design, website wireframe development, website design & HTML/CSS coding as well as the full spectrum of graphic design projects including but not limited to brochure design, annual reports, corporate proposals, advertisements, PPT presentations, eNewsletter design & coding, display banners, product catalogues, corporate car livery, building signage, product labels and more.

As co-owner of the business for 17 years, I was required to problem-solve all issues we faced. Over the years, there was rapid growth and change in the technology we used, both in print and online. I had to adapt my technical skills quickly, educate myself frequently and continually evolve to keep up with industry standards. This experience, together with the hundreds of happy clients whose businesses we elevated, is one of my proudest achievements during this time.

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## NOTABLE CLIENTS:



### **Wesfarmers**

Worked with their internal marketing department for approximately 5 years to assist in the design of a variety of marketing material for their industrial & safety brands including Blackwoods.



### **NSW Government – Department of Industry**

Worked with their marketing department to produce internal marketing items including regular invitations and presentation items for the Office of the NSW Chief Scientist & Engineer.



### **ARA Group**

Worked closely with CEO, Edward Federman, during their early growth period. Designed brand identities, websites and marketing material for their many businesses including the ARA Group corporate brand which is still in use today.



### **Callington Haven**

Worked with them for over 10 years to design their website, marketing material and product labels for their range of products including aircraft insecticides. Required to conform to their very strict design requirements and standards for international distribution.



### **ALSPEC**

After the initial design of their corporate brand which is still in use today, I worked with their marketing department for over 10 years to design their marketing material including the corporate brands and websites for their companies including Invisi-Gard, Kidscreen and Carinya Windows.



### **Sydney Adventist Hospital**

Worked with their marketing department over many years to assist in their digital marketing including the design, coding and maintenance of their main website. Collaboration with an agency in the design of their current website to adhere to their new brand guidelines.



### **The Comfort Shop**

Worked closely with the General Managers of this luxury furniture store for 18 years to design all marketing material for their multiple stores, including website design, product catalogues, store signage and monthly newspaper advertisements in NSW, QLD and VIC.



### **Stramit**

Worked with their marketing department for many years to design a variety of marketing material for their multiple brands including Fair Dinkum Sheds. In 2020, I completed the design of the 'Book of Answers', a 388 page industry catalogue of all Stramit products including specification details.

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## TESTIMONIALS:

"I first worked with Sonja Bella as a freelance graphic designer in my role as the Senior Designer for the QLD Government Department of Housing & Public Works. She was extremely reliable, trustworthy and always delivered an exceptionally high standard of work.

When I took the position at Stramit, I was more than happy to introduce her to the marketing department, where she worked in a freelance capacity for many years. She was trusted to work on some very complex projects including brand identity creation and confidential corporate presentations and could always be relied upon. She communicated well with the whole team and always delivered quality work on time. I would be more than happy to recommend Sonja Bella to any potential clients in the future."

**Vanessa Palmer**

Senior Graphic Designer  
Stramit Corporation

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"A pleasure to work with, Sonja Bella managed our business marketing & design for many years. Sonja is creative, detailed & organised – always understanding the design brief from the start. From initial design concepts through to creation of a full suite of marketing materials, including website, brochures, advertising, signage – we could always rely on Sonja to deliver fresh and engaging campaigns. I highly recommend Sonja and her design skills – and would be happy to speak with any potential client on this."

**Patrick Shand**

General Manager  
The Comfort Shop

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