

# Sonja Bella



## SENIOR GRAPHIC DESIGNER

Creative and highly skilled Senior Designer, offering over 20 years of expertise in overseeing the successful execution of impactful design solutions across both digital and traditional print platforms. Enjoys working at a fast pace and adeptly manages numerous projects while meeting deadlines in high-pressure situations. Demonstrates exceptional project management abilities, complemented by a proven ability to cultivate and sustain working relationships with a range of stakeholders, including senior executives and team members.

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📍 Central Coast, NSW

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## KEY SKILLS

InDesign	● ● ● ● ●
Illustrator	● ● ● ● ●
Photoshop	● ● ● ● ●
Word	● ● ● ● ●
PowerPoint	● ● ● ● ●
HMTL/CSS	● ● ● ● ●
Dreamweaver	● ● ● ● ●
WordPress CMS	● ● ● ● ●
Copy Writing	● ● ● ● ●
ModX CMS	● ● ● ● ○
Premiere Pro	● ● ● ○ ○
Mailchimp	● ● ● ○ ○

## PERSONAL ATTRIBUTES

- Positive attitude and responds to pressure in a calm manner.
- A valued resource for supporting marketing teams.
- Strong project management skills.
- High attention to detail and strives to deliver continuous improvement.
- Inspires confidence and demonstrates well developed negotiation skills.
- Acts with the customer in mind, identifies customer needs, delivers services that meet and exceed customer expectations.
- Communicates in a clear, concise and articulate manner.

## CAREER HISTORY

### Freelance Senior Graphic Designer

Sonja Bella Art

2018 – present

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.

### Director / Senior Graphic & Web Designer

Sonic Interactive

2001 – 2018

Designed and produced finished art for a range of online projects and print collateral. Clients spanned a broad range of sectors such as corporate, industrial, government and manufacturing. Work included websites, brochures, annual reports, proposals, advertisements, presentations, eNewsletters, display banners, catalogues, car livery, signage & product labels.

### Key Responsibilities

- Creative lead providing design direction on all projects including advice and guidance on corporate identity standards and issues relating to our client's corporate identity guidelines.
- Advised and assisted with the development of creative design strategies to achieve our client's business objectives.
- Developed creative briefs for freelance designers and managed their production and output.
- Managed each project's process from the initial briefing, to client updates, through to client approval and production dispatch.

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