

EDUCATION

SEPTEMBER 2021 – PRESENT

**ArtCenter College of Design
Pasadena, CA**

Candidate for a Master of Fine Arts in
Graphic Design
Specialization in Branding and Packaging

SEPTEMBER 2017 - JUNE 2021

**University of California, Irvine
Irvine, California**

Bachelor of Fine Arts in Art

EXPERIENCE

SEPTEMBER 2024 – PRESENT

**Teaching Assistant, Packaging Design 1
ArtCenter College of Design | Pasadena, CA**

Assist Professor Daniel Hoy with his Packaging Design course. Lead critiques of student projects and provide feedback on design development. Support students in understanding packaging design concepts and production techniques.

SEPTEMBER 2024 – PRESENT

**Teaching Assistant, Graduate Seminar 3
ArtCenter College of Design | Pasadena, CA**

Support Professor Michael Neal in coordinating class discussions and activities. Provide critiques on student presentations and assist in developing research-based design projects. Grade student discussion submissions.

JANUARY 2023 – PRESENT

**Freelance Graphic Designer
Los Angeles, CA**

Create branding materials and promotional graphics for various fashion clients. Design social media content tailored to diverse audiences and brand identities. Manage client communication and project timelines, ensuring on-time delivery of creative assets.

SCHOLARSHIP

SEPTEMBER 2021 – PRESENT

ArtCenter Graduate Scholarship

OCTOBER 2024

Axel Lives Scholarship

RECOGNITION

AUGUST 2024 – PRESENT

**ArtCenter Student Gallery (Hillside)
SweetLeaf (rebrand and packaging)**

MAY 2024 – PRESENT

**ArtCenter Student Gallery (South Campus,
5th Floor)**

Brain Dead x Planned Parenthood Collaboration
(hypothetical brand collaboration and poster)

FALL 2023

Graduate Dean's List

ArtCenter College of Design

MAY 2022 – AUGUST 2022

ArtCenter Student Gallery (Hillside)

Lola's (hypothetical cannabis line, packaging)
Unholy Remains (hypothetical hard kombucha brand, packaging)

EXPERTISE

PROFICIENT IN:

Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom, Media Encoder, Acrobat, Figma, KeyShot, SolidWorks, Keynote, Miro, MadMapper

FAMILIAR WITH:

Google Workspace, Basecamp, Word, Excel, PowerPoint, Procreate, HTML/CSS

SKILLS:

Brand identity, packaging design, 3D rendering, print production, bookbinding techniques, DSLR photography, social media content creation

LANGUAGES:

English (native), Spanish (conversational)

sofia

SOFIA AVILEZ

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