

Idalis Sosa

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EXPERIENCE

Fujitsu

Graphics Designer I
June 2022 - Present | Dallas, TX

Created diverse marketing assets, including social media graphics, print advertisements, web content, and promotional campaign materials, driving brand visibility and engagement. Effectively managed, multiple projects with strict deadlines, consistently delivering polished and impactful designs. Through my initiatives, I increased social media engagement for events by 25%. Followed established visual identity guidelines to ensure brand consistency across all digital and print platforms.

Tikka Shack

Graphic Designer (Freelance)
Oct 2018 - Oct 2024 | Lubbock, Texas

Developed engaging social media graphics and content, enhancing the brand's online presence through strategic postings. Coordinated marketing campaigns by managing photoshoots, sourcing photographers, and overseeing the production of print materials. Executed photo editing and retouching to ensure high-quality visuals. Played a key role in the redesign of the menu in 2024, maintaining alignment with established brand guidelines set by the previous designer.

MOTOMEDI

Graphic Designer/Social Media Manager (Freelance)
Jan 2021 - Oct 2024 | Lubbock, Texas

Managed social media strategy for Motomedi on Facebook and Instagram, enhancing brand engagement through compelling content creation. Designed a diverse range of marketing materials for both digital and print formats. Developed high-quality assets, including stickers, clothing, and promotional items, to improve customer experience and support marketing initiatives.

Women Leaders In Data & AI (WLDA)

Graphic Design Intern
Aug 2021 - Dec 2021 | Remote

Generated daily social media content for Instagram, Twitter, Facebook, and LinkedIn, enhancing online engagement and brand presence. Assisted in the creation and distribution of promotional materials for print, ensuring high-quality designs were ready for production. Produced videos for marketing events, contributing to the effectiveness of promotional campaigns.

The Owen Group

Design Intern
May 2021 - Aug 2021 | Lubbock, Texas

Contributed to the design and production of consumer packaging, including game tickets, gala event materials, flyers, and booklets. Developed print-ready and media materials, applying color matching and printing techniques to ensure high-quality outputs. Collaborated with clients such as People's Choice Bank, Lubbock Independent School District, and Covenant Health.

EDUCATION

Texas Tech University College of Visual and Performing Arts

Bachelor of Fine Art, Graphic Design
Minor in Creative Media Industries

AWARDS/ORGANIZATIONS

AAF Addy Awards

2022 Gold Award | Packaging Design

President/Founder of Texas Tech AIGA
Junior Creative Bullet Advertising TTU
Public Relations Officer of Raider UI/UX

TOOLS

Photoshop	Figma
Illustrator	HTML/CSS
Lightroom	FireFly
InDesign	Adobe Express
XD	Premiere Pro

SKILLS

Visual Design & Branding
Presentation Design
Print Design
Social Media Content Creation
Photo Editing & Retouching
User Interface (UI) Design
Infographic Creation
Email Marketing Design

INTERESTS

Tennis
Salsa making
Coloring books
Photography