

SOPHIE WEINGRAD

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EDUCATION

Tulane University

New Orleans, LA

Bachelor of Arts, Major: Design, Minors: SLAM, Graphic Design

May 2023

Honors: Dean's List (Fall 2019, Spring 2020, Fall 2021, Spring 2023)

Clubs/Organizations: Graphic Designer Executive Cabinet Member of Kappa Alpha Theta

DIS Copenhagen (Fall Semester Abroad)

Copenhagen, Denmark

Graphic Design Concentration

August-December 2023

EXPERIENCE

3MadFish

New York, NY

Art Director

December 2023 - Present

- Designs internal and client decks for clarity and visual appeal.
- Develops digital assets, including banners and pop-up ads, per client specifications.
- Provides creative direction on campaigns, collaborating on innovative concepts.
- Develops an internal portfolio website to showcase previous campaigns.
- Leads a social media rebrand, outlining a cohesive strategy to refresh the brand's online presence.

Wilmah

New York, NY

Creative Director

January 2024 - Present

- Curates the band's visual identity through cover art, merchandise, engaging tour posters, and dynamic social media graphics to promote events.
- Collaborates with band members to align visuals with their artistic vision and marketing goals.

Badger Agency

New York, NY

Junior Art Director

June - September 2023

- Designed client pitch decks and E-commerce assets, adapting to feedback.
- Provided art direction for internal projects, creating assets and sourcing materials.
- Collaborated with teams and clients to strategize innovative brand activations.

Badger Agency

New York, NY

Art Director/Design Intern

June - August 2022

- Collaborated to pitch major accounts designing packaging and advertising concepts.
- Led a sustainability initiative by developing a comparative deck and proposing sustainable practices.

Fred & Farid

New York, NY

Creative Intern

June - August 2021

- Conducted creative design tasks, contributing concepts and assisting with client pitch decks, while designing and editing advertising materials.
- Collaborated with team members on graphics, copyright, and client communication.

SKILLS

- Graphic Design Software (Adobe Creative Suite), Rhino 3D Rendering, Advertising Design, Layout Design, Art Direction and Concept Development, Social Media Strategy, Merchandise Design, Digital Asset Design, Custom Typography