

# IDALIS SOSA

Graphic Designer

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## EXPERIENCE

### 1Finity

Graphics Designer II  
July 2025 - Present | Dallas, TX

Developed a new brand identity in collaboration with designers, finalizing the logo and brand materials. Designed social media graphics, data sheets, presentations, and business cards to ensure consistency across platforms. Created wireframes and templates to support digital and print initiatives while establishing 1Finity's visual presence.

### Fujitsu

Graphics Designer I  
June 2022 - July 2025 | Dallas, TX

Designed infographics, executive presentations, and sales enablement materials that turned complex B2B content into clear, visually compelling stories for internal and external audiences. Produced internal communication campaigns across print and digital platforms to support organizational goals and enhance the employee experience. Developed creative assets for global industry events and high-impact initiatives, ensuring brand alignment and consistency across all touchpoints. Built scalable templates, design systems, and marketing collateral to streamline production and reinforce brand standards. Refreshed outdated materials to reflect evolving brand guidelines and maintain a modern, cohesive visual identity.

### RNH Foods

Graphic Designer/Social Media Manager  
Jan 2021 - Dec 2024 | Lubbock, Texas

Designed and managed content across two social media accounts, increasing engagement and brand visibility through strategic visuals and storytelling. Led the creative development of drive-thru menus, in-store displays, and digital signage, ensuring clarity, consistency, and strong brand recognition. Produced a wide range of branded assets including apparel, packaging, promotional materials, and iconography for both print and digital use. Collaborated on marketing campaigns and event planning, providing cohesive design support from initial concept through execution.

### Women Leaders In Data & AI (WLDA)

Graphic Design Intern  
Aug 2021 - Dec 2021 | Remote

Produced daily social media content across Instagram, Twitter, Facebook, and LinkedIn, maintaining a cohesive and professional visual identity. Assisted with the creation and distribution of promotional materials for both print and digital platforms, supporting marketing campaigns and events. Edited and produced videos for marketing initiatives, ensuring alignment with organizational brand guidelines and campaign goals.

### The Owen Group

Design Intern  
May 2021 - Aug 2021 | Lubbock, Texas

Developed packaging, event branding, and print assets for clients in the banking, education, and retail industries. Delivered visual solutions for campaigns by designing booklets, flyers, and other collateral that aligned with client objectives and enhanced brand presence.

## 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   | FireFly       |
| Illustrator | Adobe Express |
| Lightroom   | Premiere Pro  |
| InDesign    | PowerPoint    |
| XD          | Google Slides |
| Figma       | Keynote       |
| HTML/CSS    |               |

## SKILLS

Visual Design & Branding  
Presentation Design  
Print Design  
Social Media Content Creation  
Photo Editing & Retouching  
User Interface (UI) Design  
Infographic Creation  
Email Marketing Design  
Event & Tradeshow Design  
Packaging Design  
Digital Marketing Assets  
Template & Layout Design  
Typography

## INTERESTS

Tennis  
Salsa making  
Coloring books  
Photography  
Gaming and Interactive Media Design