

# Sonia Persad

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## PROFESSIONAL EXPERIENCE

**Penguin Random House** | Clarkson Potter, Harmony and Rodale imprints

**Designer, Oct 2014–present**

Design ~four 4-color illustrated books and at least one 1-color book per season | Traffic at least one whole-book purchase per season | Covers & interiors | Creatively collaborate with all vested parties to ensure transparent compromises | Manage expectations and limitations of design and production versus profitability | Work closely with Art Director and Editor to arrive at beautiful designs that are typographically and aesthetically on-trend, if and where appropriate | Present eloquently-explained design options to our stakeholders | Concisely communicate with Photographers, Retouchers, Illustrators and Freelancers | Effectively relay any necessary issues with Prepress and Production to keep all books on track

**Sonia Persad, Freelance**

**Junior Graphic Designer, Jul 2014–Oct 2014**

Poster and flyer design for Off-Broadway play | Packaging directions, illustration and design | Ad and Sales sheets | Presentation updates and file organization | Various clients, including Stag & Hare

**Edible Magazine, Manhattan, Brooklyn, East End & Long Island**

**Design Intern, Jun 2013–Aug 2013**

Designed banner, poster, email template, buttons and web sidebar ad | Updated all graphic items as needed for print and web | Created tickets for the web designer, and helped track progress

**Millennium Apparel Group, New York, NY**

**Design Assistant, Children's Wear, Dec 2006–Mar 2009**

Digital flat-sketched garments for Head Outerwear, Sportswear and Swim Designers | Tracked all Licensed art for Design and Production departments and Licensors | Created and revised tech packs | Initiated and maintained color swatch library for Design and Production

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## EDUCATION

**School of Visual Arts, New York, NY**

B.F.A., Graphic Design, May 2014 | *Dean's List, 5 semesters*

**Parsons School of Design, New York, NY**

A.A.S., Fashion Design, May 2002 | *Finalist, Senior Fashion Show*

**Art Institute of Fort Lauderdale, Fort Lauderdale, FL**

A.A.S., Fashion Merchandising, Mar 1999 | *Dean's Honor List | cum laude*

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## AWARDS & HONORS

Third Place, New York Book Show, Gift | Special Trade, for *Matzo, 35 Recipes for Passover and All Year Long*

Gold Medalist, Society of Publication Design, Student Outreach Competition for *Key Dates in Feminist History 1900-2014*

## COMPUTER-RELATED SKILLS

Adobe CC: Illustrator, Photoshop, InDesign, Bridge and Digital Publishing Suite | Experimenting in AfterEffects | Basic HTML and CSS | Compulsive File Organizer

## DESIGN-RELATED SKILLS

Book and Editorial design | Typography and Illustration | Identity, Packaging and Icon design  
Hand-lettering enthusiast | Letterpress, Block and Stencil printing | Research-addicted