

Soma Helen Escobedo

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AREAS OF EXPERTISE

Art direction
Print design
Branding
Squarespace websites
Online marketing
Search Engine Optimization
Production & prepress preparation
CSS and HTML
UX design

EDUCATION

Bachelor of Fine Arts, Communication Design

Graduated May 2010
Pacific Northwest College of Art
Portland, Oregon

PROFICIENCY

Adept in Adobe InDesign,
Photoshop and Illustrator,
competent in Microsoft Office, css,
html and web development. Skilled
as a fine artist: illustration,
painting, print making, screen
printing, photography and
sculpture.

PERSONAL PROFILE

I'm a graphic designer who got into design by way of zines. As a lifelong fine artist, I am drawn to design work that employs handmade elements.

I've been a designer for over 15 years. My range of expertise includes coding digital directories, Squarespace websites, branding campaigns, magazine art direction and social media marketing.

I love books and graphic novels, and spend Saturday mornings reading and drinking coffee with Ollie, the dog.

PROFESSIONAL EXPERIENCE

TouchSource • July 2021 – February 2023

Production Designer

I designed and coded digital directories for a fast paced, growing digital kiosk company. In my first year I became the top producing designer on our team, took on extra roles for other departments, and helped make positive changes in the area of training and documentation that allowed the whole team to better manage the products and sped up workflow. In the last 3 months I was employed there, I produced 130-150% higher than the expected production rate.

Sweet Design • April 2012 – June 2021

Senior Graphic Designer

I designed a variety of projects at a small, full-service design studio. I did both print and digital work, including web and print ads, banners, books, business cards, brochures, Squarespace websites, SEO, online marketing.

NOTABLE PROJECTS

Online Marketing and Website I put together and maintained an online marketing presence for a luxury vacation rental. My work encompassed designing and maintaining their Squarespace website, including copy writing blog posts, updating imagery and SEO. I also managed all of their social media marketing as well as paid Google Ads. The first year I was working with them their gross revenue increased 52%, the second year it had gone up 78%.

Deliverables: Squarespace Website, Google Ads, Business Facebook page, Instagram and Pinterest accounts.

Art Book: Designed an Art Book to go with a traveling exhibit on the importance of saving our water systems. This included images, quotes, articles, artist bios and poems. Prepped book for publishing and was in communication with printer for final production.

Deliverables: 102 page bound book, cover.

Willamette Week • July 2007 – March 2012

Senior Graphic Designer

I worked as a senior graphic designer for a weekly newspaper. I did ad and editorial design, art directed special sections, trained new employees and managed workflow, as well as prepping the entire publication for the printer.

NOTABLE PROJECTS

Art Director, Give!Guide: Project involved concepting original branding, layout and design of the publication, managing writers and freelance photographers and art directing photo shoots, as well as prepress production.

Deliverables: 48 page guide, logo, post cards, book marks, 2'x3' signs, newspaper ads, web ads, web icons.