

Devin Sonam

Senior Multidisciplinary Designer

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About

With over a decade of experience, Devin is a seasoned multidisciplinary designer specializing in brand systems, layout design, front-end development, digital and visual design. Devin excels as a creative storyteller, dedicated to maintaining brand vision through project leadership, upholding guidelines, and ensuring brand-aligned design. Devin's highly-driven, intuitive approach fosters seamless collaboration with teams and agency partners to craft compelling visuals.

Education

University of Connecticut
BFA Communication Design
2011 - 2013

Georgia Institute of Technology
UX/UI
2019 - 2020

Skills

Creative Ideation
Creative Development
Creative Strategy
Brand Marketing
Presentation Design
Layout Design
Omni-Channel Marketing
Front-End Development
CSS/HMTL
Art Direction
Self-Management
Typography
Digital Ad/Marketing Campaigns

Work Experience

Senior Marketing Designer

CapTech Consulting

Oct 2021 - Jan 2024

In my role as a Senior Marketing Designer at CapTech, I undertook a diverse array of responsibilities, ranging from creative project execution and strategy development to brand conceptualization.

- Provided art direction for brand refresh to ensure visual consistency across all materials, and contributed to brand development to
- Managed and designed projects for marketing campaigns and strategies across various mediums
- Covered tasks such as layout design, typography, illustrations, iconography, photo editing, digital assets, video storytelling and animations
- Font-end developmental design and omni-channel assets

Digital Designer

Astral Brands

Feb 2021 - Oct 2021

As the Digital Designer at Astral Brands, I excelled in creating and upholding brand standards, designing front-end development and various digital assets, all while ensuring alignment with the distinct identities of all brands.

- Developed front-end designs for Cosmedix, butterLondon, and Pure Cosmetics
- Created desktop and mobile digital banner ads
- Executed email campaigns and digital marketing campaigns
- Managed and demonstrated understanding of each brand guidelines and standards
- Provided art direction for all digital marketing campaigns

Expertise

Adobe Creative Suite

Photoshop

InDesign

Illustrator

After Effects

Figma

PowerPoint

Word

Google Slides

Interest



Family



Hiking



DIY



YouTube



Houseplants

References

Ashlynn Haynes

Owner + Creative Director Paper Laundry

314. 607. 8001

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Stephanie Johnson

Sr. Manager, Marketing Sales Support & Creative Needs at Cox Communications

404. 542. 8338

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Ben Lewis

Vice President of Operations at Exhibitus

678. 824. 8669

Megan Welch

Senior Marketing Manager CapTech

804. 908. 0128

mwelch@captechconsulting.com

Work Experience (cont.)

Senior Visual Designer

Cox Business

Jul 2019 - Oct 2020

As Senior Visual Designer at Cox Business, I played a pivotal role in maintaining a consistent brand identity during a rebrand, creating various marketing materials, simplifying complex data into engaging infographics, and providing essential art direction.

- Designed brochures, presentations, sales tools, playbooks, infographics, and product briefs that aligned with the brand's new image to maintain consistency
- Provided art direction to ensure designs maintain brand consistency and achieve project goals
- Collaborated with cross-functional marketing, sales teams to develop designs that meet project objectives

Senior Graphic Designer

MC2 Experience

Sep 2016 - Jun 2019

As a Senior Designer, I held responsibility for graphic oversight, design of pitch proposals, corporate marketing materials, client and vendor management, and fostering cross-department collaboration.

- Managed and approved department graphics, maintaining quality and consistency
- Designed pitch proposals and corporate marketing materials, and strengthening client relationships
- Managed client and vendor relationships for efficient project execution
- Collaborated with account managers to oversee the entire project
- Executed print production, experiential design, social graphics, and digital assets

Designer

MSL Group

Mar 2016 - Sep 2016

As designer, I developed a wide range of projects, including digital ads, email campaigns, infographics, promotional brand materials, social media content, logos, and motion graphics storyboards for diverse clients.

- Designed effective email blasts, digital ads, and infographics
- Produced internal promotional materials for clients
- Developed logos and brand visual identities for clients
- Created motion graphics storyboards for client projects

Designer

Hexagon AB

Nov 2013 - Mar 2016

As Head Conference Designer, I oversaw all aspects of conference management, including creative direction and design, team leadership, vendor relations, on-site coordination, signage, approvals, and budgeting.

- Creative direction for conference branding, print materials, front-end design and digital assets
- Managed a design intern and nurtured their professional growth
- Maintained vendor relationships and optimized resource utilization and budget
- Served as the primary on-site contact for conferences