

SOFIYA NUBER

#CREATIVE #DESIGN
#BRANDS #EXPERIENCES
EN / RU / DE
WWW.SOFIYASIDEAS.COM



I'm a creative and dedicated professional looking for an opportunity where I can use my skill-set and creativity to design beautiful things and make a difference.

WORK EXPERIENCE

02.17 **Freelance Multimedia Designer and Art Director**

NOW New York, NY + Zürich, Switzerland

Working independently to help clients meet a wide variety of multidisciplinary design needs, including branding, rebranding, visual design, and web design.

05.15 **Senior Visual Designer**

02.17 **bexio AG, Switzerland**

Led bexio's rename and rebrand including logo design, print and digital materials. Developed and maintained brand visual identity. Came up with creative ways to present and advertise the many different aspects of bexio to clients. Created brochures, presentations and other needed multidisciplinary elements.

01.13 **Senior Art Director**

03.15 **INDIE Digital AG, Zürich, Switzerland**

Led design of clients' brand identities and cross-platform ad campaigns across print and digital formats from ideation to completion. Created the new corporate identity for INDIE Digital. Managed a team of in-house and outsourced designers. Drove multimedia projects to success under tight deadlines.

12.10 **Senior Graphic Designer**

10.12 **MediaMath, New York, NY**

Sole graphic designer for a 250 employee company. Created brand standards and designed templates for all company materials, the foundation on which Mediamath has expanded worldwide. Translated complex ad tech concepts into visual pitch presentations and advertising. Collaborated with multidisciplinary teams and senior leadership to make ideas come to life. Managed multiple projects and tight deadlines.

08.08 **Graphic Designer**

08.10 **University of Central Florida, Orlando, FL**

Designed collateral and promotional materials for the Student Government Association and Office of Student Involvement at UCF targeting 60,000 students. Collaborated with other designers, teams and offices for projects and events. Managed multiple clients, tight deadlines, last minute changes and quick turnaround projects.

EDUCATION

08.06 **Bachelor of Fine Arts (BFA) in Graphic Design**

08.10 **University of Central Florida, Orlando, FL**

Completed a four year bachelor degree program at one of the largest universities in the United States with a fine art foundation and a focus on the art and science of visual communication.

Awards and Recognitions:

Summa Cum Laude Distinction - Grade Point Average of 3.968 (out of 4.0) - Dean's List at the University of Central Florida - Lead Scholar - President's Honor Roll Award recipient - Phi Kappa Phi Honor Society member - National Society of Collegiate Scholars member

PROFESSIONAL SKILLS

Adobe CC - Sketch - PPT - Keynote - Word

Art Direction - Branding & Identity - Graphic Design - Web Design - Typography - Digital Illustration - Iconography - Package Design

Desktop/Mobile Compatibility - Multidisciplinary Team Work - Creative Problem Solving - Time Management - People Skills

Photography - Drawing - Painting - Screen Printing

INTERESTS



EMAIL

sofiyas.ideas@gmail.com

MOBILE

+41 78 402 95 69

ADDRESS

Forchstrasse 51, 8032 Zurich

WEBSITE

www.sofiyasideas.com