

# Art Direction & Graphic Design

MARKETING • PUBLISHING • BRAND • DIGITAL • PRINT • CONFERENCE/SIGNAGE • UI/UX • ILLUSTRATION

## Sonja Kodiak Wilder

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### Summary:

- High performing professional art director and graphic designer with 17 years of experience in the publishing and marketing industries.
- Skilled in developing strong internal and external relationships to facilitate collaboration in achieving organizational goals.
- Confident I can dive into a fast-paced environment and attain new goals.

### Experience

#### Feb. 2019 - Present

#### Graphic Designer

##### American Thoracic Society

Utilizing Adobe CC, I craft impactful marketing materials for diverse educational programs, collaborating within a small team under senior art direction. Noteworthy achievements include:

- Mobilizing PDF designs for enhanced accessibility.
- Crafting dynamic PowerPoint presentations tailored to various audiences.
- Designing advertising materials and effective way-finding signage.
- Creating both digital and print advertisements.
- Implementing UX principles in web page design using Adobe XD.
- Developing trade show booths for global audiences.
- Contributing to the annual brand update for the ATS International Conference.
- Assisting in the recent rebranding effort for the ATS.
- Coordinating with departments to produce collateral for over 30 virtual and in-person trade shows.

#### July 2018- Feb. 2019

#### Art Director

##### Red Hook Star-Review

Elevated the visual identity of a monthly community newspaper, overseeing its entire aesthetic. Highlights include:

- Crafting compelling print advertisements that captivate readers.
- Spearheading the transition to a dynamic WordPress version of the newspaper.
- Designing engaging mailers for the business's mailing operations.

#### Sept. 2009- Sept. 2017

#### Art Director

##### America Magazine

As Art Director at America, I spearheaded a multifaceted role, balancing a myriad of responsibilities to ensure the magazine's visual integrity and editorial cohesion.

- Design and produce 40 issues per year with Adobe CC: InDesign, Photoshop and Acrobat
- Curate imagery to complement articles, commission bespoke artwork
- Resolve payment and rights management issues
- Collaboration with editorial staff for editorial cohesion and quality

