

Sonja Kodiak Wilder

GRAPHIC DESIGN & ART DIRECTION

Marketing, Publishing, Trade Shows

Contact: 646-377-1388 • sonjakodiakwilder@gmail.com

Portfolio: sonjakodiakwilder.com

PROFESSIONAL SUMMARY

Accomplished art director and graphic designer with 17 years of experience in publishing and marketing. Expert in Adobe Creative Cloud, UX design, and brand development, producing 40+ magazine issues annually and collateral for 30+ trade shows. Proven ability to lead rebranding efforts, elevate visual identity, and collaborate across departments to achieve organizational goals.

WORK EXPERIENCE

GRAPHIC DESIGNER

AMERICAN THORACIC SOCIETY, NEW YORK, NY

FEB. 2019 TO JULY 2025

- Created impactful marketing materials for diverse educational programs using Adobe CC, collaborating within a small team under senior art direction
- Enhanced accessibility by mobilizing PDF designs, improving user experience for a wider audience
- Developed dynamic PowerPoint presentations tailored to various audiences, increasing engagement at events
- Designed advertising materials and effective way-finding signage, improving attendee navigation and brand visibility
- Produced both digital and print advertisements, expanding campaign reach across multiple platforms
- Applied UX principles in web page design using Adobe XD, resulting in more intuitive user interfaces
- Developed trade show booths for global audiences, increasing brand presence at international events
- Contributed to the annual brand update for the ATS International Conference, ensuring consistent visual identity
- Assisted in the recent rebranding effort for the ATS, supporting a cohesive transition across all materials
- Coordinated with departments to produce collateral for over 30 virtual and in-person trade shows, streamlining event preparation

ART DIRECTOR/GRAPHIC DESIGNER

THE RED HOOK STAR-REVUE, BROOKLYN, NY

AUG. 2018 TO FEB. 2019

- Elevated the visual identity of a monthly community newspaper by overseeing its entire aesthetic, strengthening brand recognition
- Crafted compelling print advertisements that captivated readers, increasing advertiser satisfaction
- Spearheaded the transition to a dynamic WordPress version of the newspaper, enhancing digital accessibility
- Designed engaging mailers for the business's mailing operations, improving outreach effectiveness

ART DIRECTOR/GRAPHIC DESIGNER

AMERICA MEDIA, NEW YORK, NY

SEPT. 2009 TO SEPT. 2017

- Directed the design and production of 40 issues per year using Adobe CC: InDesign, Photoshop, and Acrobat, ensuring consistent visual quality
- Curated imagery to complement articles and commissioned bespoke artwork, enhancing editorial impact
- Resolved payment and rights management issues, maintaining smooth workflow with contributors
- Collaborated with editorial staff to ensure editorial cohesion and quality, supporting the magazine's visual integrity

GRAPHIC DESIGNER

AMERICA MEDIA, NEW YORK, NY

MAY 2007 TO SEPT. 2009

- Designed and laid out a weekly magazine (32-40 pages, 40 issues per year) using Photoshop and Adobe InDesign
- Managed payment of freelance illustrators, ensuring timely compensation and contributor satisfaction
- Created house ads to promote internal initiatives, increasing reader awareness
- Produced proofs of advertiser ads, ensuring accuracy and client approval before publication