SOFI KVANTALIANI

Brand Designer

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Portfolio: sofikvantaliani.com

SUMMARY

Sofi is a brand designer with over 7 years of experience creating brand systems, websites, social campaigns, and print for clients in wellness, retail, hospitality, and real estate. She works within brand guidelines while finding fresh ways to express them, from a linen-bound guided journal to short-form video for Instagram, using Figma and Adobe Creative Suite with a strong, user-centered foundation in layout, typography, and color.

SKILLS

Brand Systems & Style Guides · Layout & Typography · Color · Campaign & Launch Design · Social Media Content & Short-Form Video · Print & Book Design · Responsive Web Design · Wireframing & Prototyping · Figma · Illustrator · Photoshop · InDesign · Lightroom · Adobe XD · WordPress · Elementor · Canva · AI Design Tools

PROFESSIONAL EXPERIENCE

Web Designer — *Studio 360 Design* 2021 – Present

- Design and build custom websites and landing pages from concept to launch across the wellness, retail, hospitality, real estate, architecture, construction, law, and nonprofit sectors.
- Translate client branding and business objectives into cohesive visual systems across web, social, and print, building on existing guidelines and creating style guides where none existed.
- Create original social content, including reels, carousels, and launch posts, and manage Instagram accounts to keep visual storytelling consistent with brand voice and design standards.
- Designed the cover and interior layout of One Small Shift, a linen hardcover guided journal, turning the author's method into clear, repeatable page systems.
- Lead the design process from first brief to launch, including wireframing, prototyping, and usability testing, in close collaboration with business owners.

Graphic Design Intern — *Style Council* 2018 – 2019

- Conducted trend research using Vogue and other industry sources to inform new print designs.
- Built vision boards to guide creative direction across seasonal themes.
- Developed multiple color palettes for a private client's special project.

EDUCATION & CERTIFICATIONS

Google UX Design Certificate — *Google Creative Campus* 2022 – 2023

- Completed an immersive course covering the full product design lifecycle: empathize, ideate, define, design, and test.
- Gained hands-on experience with design sprints, design systems, wireframing, prototyping, responsive design, Figma, and Adobe XD.

Graphic Design Certificate — *Noble Desktop* 2018 – 2019

- Trained in Photoshop, InDesign, Illustrator, Lightroom, Adobe XD, and SketchUp.

Associate's Degree, Fashion Merchandising — *LIM College* 2015 – 2018

- Fashion, Textiles, Art History, and User Research.