

SOPHIA PETRUCCI

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EDUCATION

BFA in Graphic Design with Animation Minor

Northeastern University

EXPERIENCE

May 2024 -
Mar. 2025

Graphic Designer and Animator (Contract Role)

JORDAN'S FURNITURE

- ▶ Crafted promotional videos, HTML5 banners, emails, and more to establish Jordan's brand across platforms, including social, television, and billboards.
- ▶ Designed campaign treatments while aligning with internal channel owners, which stimulated brand visibility and revenue through website and in-store traffic.

July 2023 -
Feb. 2024

Motion Graphics and Animation Associate

SPECTRUM SCIENCE COMMUNICATIONS

- ▶ Created engaging promotional 30-second spots for Meta and LinkedIn, as well as detailed explanatory videos for clinical trial websites for healthcare and biotech clients.
- ▶ Implemented strong storytelling techniques to effectively communicate complex concepts.
- ▶ Thrived in a collaborative, deadline-driven environment as the sole in-house animator, strengthening my adaptability and teamwork skills.

Jan. 2022 -
June 2022

Motion Graphics Co-op

DRAFTKINGS

- ▶ Developed engaging animated videos for external advertising, boosting brand visibility.
- ▶ Collaborated with influencers and celebrities to create impactful video content for social media, expanding brand reach.
- ▶ Tailored video content to various sizes and technical specs, from LED animations for Fenway Park displays to mall video columns to Snapchat size specs, ensuring seamless integration.
- ▶ Contributed to organizational communication and morale by producing video presentations.

July 2020 -
Dec. 2020

Graphic Design and Marketing Co-op

UNISPACE

- ▶ Developed presentations, interactive media, and project proposal collateral for internal utilization, adhering to brand guidelines.
- ▶ Crafted animated and interactive office space proposals with Ceros, enhancing engagement in pitch presentations.
- ▶ Refreshed InDesign templates and crafted new ones to streamline future design processes.
- ▶ Collaborated in copyediting and proofreading project content, ensuring accuracy and clarity.

Sept. 2020 -
May 2021

Streaming Support Intern

INDIECADE

- ▶ Orchestrated cross-platform video distribution between Twitch and YouTube, enhancing audience reach and engagement during and after live events.

SKILLS

- ▶ Adobe Suite (AfterEffects, Premiere, InDesign, Illustrator, Photoshop, XD)
- ▶ Maya, Cinema 4D
- ▶ Microsoft and OS Suites

- ▶ Figma

- ▶ Top 3 CliftonStrengths: Empathy, Input, Adaptability

This typeface (Hellebore) is designed by me.