

# SOPHIA PETRUCCI

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## EDUCATION

### **BFA in Graphic Design with Animation Minor**

Northeastern University

## EXPERIENCE

### **Graphic Designer and Animator (Contract Role) | May 2024 – Mar. 2025 | Boston | Hybrid**

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.

### **Motion Graphics and Animation Associate | July 2023 – Feb. 2024 | Boston | Remote**

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.
- Learned and applied pitching skills through "fellowship" program, wherein I designed the pitch deck for our team who researched, ideated, designed, and pitched a healthcare branding plan based on market analysis.

### **Motion Graphics Co-op | Jan. 2022 – June 2022 | Boston | Hybrid**

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.

### **Graphic Design and Marketing Co-op | July 2020 – Dec. 2020 | Boston | Remote**

UNISPACE

- Developed presentations, interactive media, and project proposal collateral, in adherence 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.

### **Freelance Designer | 2018 – 2025**

- Actively communicated with clients to assess their needs and design vision.
- Designed logos, branding, business cards, brochures, gift cards, Photoshop commissions, and more.

## SKILLS

- Adobe Suite (AfterEffects, Premiere, InDesign, Illustrator, Photoshop, XD)
- Maya, Cinema 4D
- Figma
- Top 3 CliftonStrengths: Empathy, Input, Adaptability