

Estelle Soria

Graphic Designer | estellesoria.com

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Summary

Creative and collaborative graphic designer with seven years' experience in small teams and renewable energy. Skilled at blending brand goals with brand standards to create effective imagery in multiple asset formats. Eager to further develop identity design and brand asset management skills.

Experience

Creative Services Specialist @ Duke Energy Sustainable Solutions | 01/2021 - present

- Collaborate in teams in multiple content areas to deliver [collateral](#) across digital, social, and print on concurrent projects
- Coordinate with internal agencies and external vendors on projects
- Played an instrumental role in the creation of the Duke Energy Sustainable Solutions brand identity, featuring their own sketch artwork
- Created the design for [Live on the Line](#), a webinar series
- Created the design for [The Hallway Track](#), a live discussion series

Graphic Designer @ REC Solar, Duke Energy Renewables, Duke Energy One | 6/2016 - 12/2020

- Collaborated with multiple departments to deliver [collateral](#) across platforms
- Oversaw the transition, and management of, the REC Solar brand identity
- Coordinated with vendors on print and collateral projects
- Created the identity of [Joules Accelerator](#), an internal non-profit startup accelerator
- Created the identity of [eTrans Energy](#), an internal electric transportation startup
- Created the design for [Beyond the Meter](#), a podcast in partnership with Smart Energy Decisions
- Created a self-service asset library for company-wide use in SharePoint

Proposal Coordinator @ REC Solar | 05/2015 - 05/2016

- Managed the proposal process for 3-5 sales representatives, from kick-off to submittal, included project coordination, writing, editing, and collaborating with subject matter experts across the organization to develop specific response-focused and RFP-compliant content

Marketing & Database Administrator @ BurdgeCooper | 7/2013 - 2/2015

- Contributed to the company's marketing and social media strategy by maintaining and updating their CRM database to coordinate, design, and distribute campaigns and analyze their results
- Managed and maintained company online stores, websites, and sample departments

Core competencies

Software: InDesign, Photoshop, Illustrator

Creative: Identity design, production artwork, branding

Education

B.S. in Graphic Communication: California Polytechnic University, San Luis Obispo, 6/2013