

# LENA SOULAS

GRAPHIC DESIGNER

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## EDUCATION

AUG 2017 - DEC 2021

**BFA Graphic Design**  
Northern Michigan University

Magna Cum Laude  
Dean's List - GPA 3.7  
Varsity Athletics Scholarship  
Academic Scholarship  
Honorary All-American

OCT 2022

**UI Course**  
Career Foundry /

## SKILLS

Adobe Illustrator	Brand Identity
Adobe Photoshop	Web Design
Adobe InDesign	Social Media
Adobe Xd	Wireframing
Adobe AfterEffects	Prototyping
Sketch	Illustration
Figma	Typography
Invision	Layout
Whimsical	Photography
Slack	Retouching
Hive	Print
Excel	

Communication  
Detail Oriented  
Adaptable  
Keen Learner  
Self-Starter

## LANGUAGES

English	(Native)
French	(Fluent)
German	(Advanced)
Spanish	(Advanced)

## EXPERIENCE

MAR 2021 - DEC 2021

**Graphic Designer**  
Northern Michigan University Marketing

Led and executed the conceptualisation, development, and creation phases of comprehensive marketing collateral for the admissions and athletics departments. Produced visually appealing and strategically impactful digital assets and print materials, encompassing a range of design elements such as email designs, iconography, social media content, brochures, logos, and apparel designs.

OCT 2021 - APRIL 2023

**Brand Design Assistant**  
L.Naylor Design

Collaborated on various design tasks such as creating graphics, layouts, packaging, and visual assets in accordance with client aesthetics. Contributed to the successful launch of multiple branding projects for clients, which are now widely recognised in the Midwest market.

2020 - PRESENT

**Freelance Designer**  
Lena Soulas Design

Collaborated with diverse clients across industries such as food, hospitality, health and wellness, and leadership to create impactful branding and logo designs. Adapted to changing client demands and industry standards.

SUMMER 2018

**Design Intern**  
Starcom Media / Publicis

Designed and executed engaging and interactive web advertisements for renowned brands such as Ford, Lidl, and Visa. Actively participated in collaborative team meetings with innovative ideas aimed at elevating the quality and impact of client projects.