

# SOFIA ZABALA

*Graphic Designer*

## CONTACT

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References available upon request

## EDUCATION

**Pratt Institute | Brooklyn, NY**  
BFA in Communication Design  
Minor in Social Justice  
2015 - 2019

## SKILLS

Adobe Creative Suite  
Typography  
Illustration  
Web Design  
Branding & Identity  
Social Media  
Art Direction  
Photography  
Video Editing  
Video Animation

## ACHIEVEMENTS

PBS Poetry in America | Feb 2022  
"Poems about Motherhood by  
Sharon Olds and Bernadette Mayer"  
Art featured in TV special

New York Times & The Washington Post | 2021  
Published letter to Speaker Pelosi & Majority  
Leader Schumer designed for Paid Leave For All

National Geographic Magazine | Nov 2019  
"Women: A Century of Change"  
Art featured on page 24

Amplifier Foundation | 2017  
"Hear Our Voice": a traveling political art  
exhibit by Amplifier Art Foundation

## EXPERIENCE

### **Zabala Design**

Graphic Designer | 2020 - Current

Collaborating with individuals and brands to design original and impactful brand assets. Some recent clients include Paid Leave For All, MeUndies, States Made, Ecstatic Voice, and Claire Typaldos.

### **Parks Project**

Graphic Designer | 2019 - Current

Creatively directing and designing graphics for all social platforms, ads, web, emails, and print. Parks Project has contributed over \$2.7 million to help fund vital projects in parks around the US.

### **Rosie**

Freelance Graphic Designer | 2021 - Current

Designing inspiring, informative, and relevant graphics for Rosie's social platforms. Rosie is a storytelling agency for non-profits, people, and brands doing good in the world.

### **The Highland Project**

Freelance Graphic Designer | 2022 - 2025

Created bold and engaging graphics and videos for The Highland Project's social platforms. The Highland Project is a coalition of Black women leaders and their allies who are designing and leading solutions that create multi-generational wealth and change for the nation.

### **States Made**

Freelance Graphic Designer | 2019 - 2021

Merchandise graphics created for progressive organizations, state parties, and campaigns. Design clients include Time's Up, Hillary Clinton, Nancy Pelosi, Adam Schiff, Raphael Warnock, Affordable Housing Month, etc.

