

SONYA CALDERÓN

Contact

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sonyacalderon.com

Skills

Adobe Creative Suite

Graphic Design

Illustration

Hand Lettering

Environmental Graphics

Exhibit Planning

Marketing Strategies

Exhibit Graphics

Microsoft Office Suite

Signage Production

Branding

Project Management

Page Layout

Typography

Education

San Diego State University
(BA)

San Diego City College
(Portfolio)

Freelance Graphic Designer

2020-Present

Team member and hired artist on various design and immersive shows and exhibits. Packaging and illustration for *Portaleza* (2020), an at-home theater experience presented by the La Jolla Playhouse. Lettering, illustration, and graphic design for multiple museums including: The Carnegie Museum of Natural History, The Ohio History Connection, The San Diego Children's Discovery Museum, and The Museum of Us (partnered with Optika Moderna).

Senior Graphic Designer

San Diego Museum of Man // 2015-2020

Created/directed graphics for the Museum's exhibits and facilities. Worked closely with the internal Marketing team to create full branding systems for signage, brochures, postcards, newsletters and other printed pieces across departments. Supervised the design team by providing feedback, navigating projects, and assigning deadlines.

Led exhibit specific graphic design development as well as helped brainstorm marketing and communication branding strategies for five in-house exhibits: *PostSecret* (2018), *Living with Animals* (2017), *Cannibals* (2016), *Ancient Egypt* (exhibit refresh 2019), and *Kumeyaay* (exhibit refresh 2019).

Design Consultant

Kathy Davis Associates Inc. // 2012-2015

Worked with on the design team for interior and graphic environments for schools (K-12) and various civic headquarters. Set up print-ready files, coordinated with architects, created presentation/specification documents, and made final paint/material selections.

Contributing Designer

Graffiti Beach Magazine // 2012

Consulted with the Creative Director to produce high end fashion and design layouts for the Southern California art culture scene.

Chalk Artist

The New Children's Museum // 3 Weddings

Designed and executed personalized chalk art for weddings. Consulted with Museum to settle on approved layouts of names, seating charts, and way-finding signs.

Graphic Design Intern

SelfHelpWorks Inc. // 2011

Worked under the Marketing Director to produce various digital/print ads for a self help and wellness organization.