



DANELLA SORIA

Illustrator - Graphic Designer - Trinket Collector

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 Los Angeles

ABOUT ME

I am a multi-disciplinary designer specializing in illustration and graphic design. With a strong emphasis on problem-solving, I leverage my artistic skills to develop visually compelling and user-friendly designs that resonate with consumers. With a keen eye for detail and a commitment to quality, I transform concepts into impactful visual narratives that enhance brand identity and drive engagement.

EDUCATION

Los Angeles Valley College

AA in Arts
2016 - 2020

CSU, Northridge

BA in Communication Design
2022-2025

SKILLS

- Illustration
 - Graphic Design
 - Illustrator
 - Social Media
 - Packaging Design
 - Photography
 - Team Management
 - Product Design
 - Photoshop
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KEY ACHIEVEMENTS

- Creative Path Summit Keynote Speaker
- CSUN Cum Laude
- CSUN President and Deans List

PROFESSIONAL EXPERIENCE

Snap Design Academy Scholar

June 2025-Present

Snapchat

- Partnered with the Marketing team to develop a series of advertisements highlighting cultural diversity within Snapchat.
- Created a set of posters and a zine prototype to demonstrate support for the feminist community.
- Developed a Figma prototype and presented a new Snapchat filter focused on content and user safety.
- Chosen as one of 15 scholars from a pool of 700 applicants.

IXLA Designer

August 2024 - June 2025

CSU, Northridge

- Boosted a client's TikTok followers by 200 in just one month by creating targeted video content that aligned with current trends.
- Raised a client's view count on TikTok by 9,500 over a three-month period.
- Crafted visually stunning graphics using Illustrator for IXLA's personal Instagram account, resulting in a gain of 100 followers and a 44% increase in engagement.
- Managed five projects while staying on top of deadlines in a fast-paced environment.

Creative Path Summit Designer

April 2024 - November 2024

CSU, Northridge

- Contributed to the establishment of CSUN's first student-led design conference, which attracted over 200 attendees, and served as a keynote speaker to discuss the integration of AI into our workflow and the industry.
- Led the design and production of merchandise, successfully creating 5 promotional products while managing manufacturing meetings and processes.

Graphic Design Intern

January 2020 - March 2020

Colab

- Partnered with the Design Lead to establish a unified branding and visual identity for three different companies.
- Designed 30 engaging social media posts for a makeup brand on Instagram and Facebook, resulting in a 20% increase in social media engagement.
- Revamped a law firm's email newsletter, achieving a 5% improvement in positive brand feedback from clients.
- Supported the Design Lead in capturing and editing product images for a makeup company, contributing to a 12% increase in website engagement.

Cover letters and references will be given by request.