



CHRISTINE SODAM JUON
Illustrator | Graphic Designer



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EXPERIENCE

FREELANCE ILLUSTRATOR

August 2013 - Present

The People's Ballot

- Developed brand guidelines and directed social media strategy to create a cohesive, digestible, and visually appealing infographic series in collaboration with our design and copy writer team.
- Launched @thepeoplesballot on Instagram, and with our research, supporting designs, and word-of-mouth, we increased our number of followers by 550% in less than a week
- Designed 15 eye-catching illustrations over 4 weeks which utilized the carousel layout on Instagram that resulted in users to re-post, save posts, and engage in the comments.
- Directed the order of postings to create a unified and balanced color scheme for grid viewing on the account page.

Ambit Analytics

- Responsible for developing character and background designs as lead designer.
- Art directed a small team to complete an animation for the iOS/Android app within the strict 5 week timeline.

LIVEIMAGE PHOTOBOOTH, EMERYVILLE, CA.

Graphic Designer · *July 2017 - June 2019*

- Managed daily business management operations in sales and customer service for six of the company's retail accounts
- Researched trending designs for all works, including illustrations and physical products, increasing sales by 25% every six months
- Executed the entire mailing process of custom products and print/lasercut designs at around 85 products per week
- Spearheaded all custom photobooth design layouts and served as the main point-of-contact for customer requests
- Managed project timelines and ensured timely and efficient execution for 20 different clients per month
- Launched a visual rebrand for product photos to create a cohesive and contemporary feel, increasing sales by 35%

EDUCATION

CALIFORNIA COLLEGE OF THE ARTS

B.F.A. in Illustration
Graduated with distinction
Class of 2017

SKILLS

- Illustration
- Visual Design
- Creative Direction
- Project Management
- Infographics
- Composition
- Branding

TOOLS

- Adobe Creative Suite
- Procreate
- Figma
- Google Suite
- Social Media

CLIENTS

- Popsockets
- Illustoria Magazine
- Lenny Letter
- Epic Digital
- MADO
- SheFunds
- Curran Theater