

SOFIA MAQUIVAR

Art Director / Copywriter

sofiamaquivar@gmail.com
sofiamaquivar.com
USA

About

I'm an art director who loves to push boundaries, both in design and in life. Fueled by caffeine and a deep love for storytelling, I craft brands that don't just blend in, but stand out and make noise. With an eye for design and a flair for copywriting, I bring a unique perspective—mixing bold creativity, a dash of humor, and just the right amount of chaos to create work that resonates. Whether I'm designing a brand identity or writing copy, I'm all about making an impact and telling stories that stick.

Education

Savannah College of Art & Design
B.F.A Branding & Advertising
2016-2021

Skills

Design Tools:

Adobe Creative Cloud:
Illustrator
Photoshop
InDesign
After Effects
Lightroom
Premiere Pro

Creative Direction:

Brand Identity
Visual Storytelling
Concept Development

Digital Marketing:

Social Media Strategy
Content Creation
Campaign Management

Copywriting:

Engaging Brand Copy
Social Media Copy
Advertising Taglines

Others:

Microsoft Office Suite

Tittle

Freelancer

London, UK

Co- Creator Lead Designer

Charlotte, NC

Freelancer

Richmond, VA

Jr. Art Director

Mexico City, Mexico

Creative Intern

Queretaro, Mexico

Experience

Chik Creative

Jan 2025 - Present

- Partnering with brands to create striking visual concepts that push boundaries.
- Crafting engaging brand stories through innovative design and strategic copywriting.
- Helping companies bring their creative vision to life, ensuring strong brand identity and digital presence.

Naughty Dough Co.

Sept 2025 - Present

- Led the full rebranding of a frozen, ready-to-bake cookie dough company.
- Designed everything from logo to social media, packaging, and product labels, creating a strong, rebellious brand voice.
- Developed creative assets that resonated with a 21-40 demographic, building brand recognition.

Conffetti Baking Co.

May 2024 - Apr 2025

- Rebranded a cookie, cake, and brownie dough company, creating visually appealing assets for both print and digital platforms.
- Delivered new brand guidelines, social media campaigns, and packaging designs that elevated the brand's positioning.

Unoa Creative

Sept 2022 - Apr 2024

- Led creative projects for various clients, delivering exceptional visual content for digital, social, and print mediums.
- Collaborated closely with clients to produce unique, culturally resonant design work.

Marea Club

June 2021 - Aug 2021

- Assisted in beauty and skincare video production, enhancing visual storytelling.
- Managed social media marketing efforts, crafting posts and promotional content that captured the brand's essence.