

SOFIA MAQUIVAR

Art Director

sofiamaquivar@gmail.com
sofiamaquivar.com
USA

Skills

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Adobe Lightroom
Adobe Premiere Pro
Figma
Claude

About

Hi, I'm Maqui. I'm an Art Director, but really I just like coming up with ideas. I'm big on conceptualizing, making things look good, and making people laugh. I also write sometimes, mostly because I have a hard time keeping my mouth shut.

Originally from Mexico, currently making ads and seeing where a good idea takes me.

Education

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

Title

Art Director
Charlotte, NC

Contract
London, UK

Co- Creator
Lead Designer
Charlotte, NC

Contract
Richmond, VA

Jr. Art Director
Mexico City, Mexico

Creative Intern
Queretaro, Mexico

Experience

BooneOakley **May 2025 - Present**
Develop campaign concepts from the initial brief through art direction and production, creating work across digital, social, print, OOH, and broadcast.

Chik Creative **Jan 2025 - Present**
Assisting a UK-based production media company with footage editing, creative treatment, and direct client collaboration.

Naughty Dough Co. **Sept 2024 - Present**
Developed the entire brand identity for a frozen, ready-to-bake cookie dough company.

Conffetti Baking Co. **May 2024 - Apr 2025**
Fully rebranded a cookie, cake, and brownie dough company, including logo, social media, packaging, and labels.

Unoa Creative **Sept 2021 - Oct 2024**
Led creative projects at a design and creative agency in Mexico City, working with diverse clients to develop visual content.

Marea Club **June 2021 - Aug 2021**
Assisted in beauty and skincare video production and managed social media marketing for the brand.