



SOPHIA LITTLE

www.sophialittle.gallery
sophialittle.gallery@gmail.com

EXPERIENCE

ESSENCE VENTURES

360 SENIOR DESIGNER, CREATIVE & BRANDED CONTENT, SEPTEMBER 2022 - PRESENT

- Art direct and design creative packages and special projects for both branded and unbranded content on the experiential, marketing and editorial teams.
- Lead art and design direction for multiple franchises under the ESSENCE Ventures brand including Of The ESSENCE, Shop ESSENCE Live and Best in Beauty.
- Collaborate with internal and external team members to conceptualize, present and pitch new, evergreen concepts.
- Demonstrate expertise in design and art direction, effectively collaborating on live events, print design, and marketing design to consistently deliver successful outcomes across various mediums and tasks.
- Cultivate and maintain relationships with external partners.

GRAPHIC DESIGNER, SEPTEMBER 2018 - SEPTEMBER 2022

- Collaborated with multiple teams across ESSENCE Communications for print, digital and live event design projects.
- Designed magazine layouts and marketing collateral.
- Contributed to art direction for photo shoots, demonstrating strong visual storytelling skills.
- Assisted with the magazine brand redesign and applied it across the ESSENCE brand through website wireframes, digital magazine mockups, and social media assets.
- Oversaw creative production for Apple News digital publication.
- Commissioned artist talent.

SUGAR HILL CHILDREN'S MUSEUM

FREELANCE ART DIRECTOR & DESIGNER, JULY 2022 - JANUARY 2023

- Art directed, created, and organized assets for events at Sugar Hill Children's Museum.
- Designed branding for exhibitions and festivals, creating fresh visuals that were true to the museum's audience and mission.
- Regularly designed, managed, and published content through the museum's website, social media channels, and e-mail blasts.

CITY COLLEGE OF NEW YORK

ADJUNCT PROFESSOR, AUGUST 2021 - AUGUST 2022

- Taught introductory typography to undergraduate students, with a focus on conceptual thinking and emphasis on big ideas.
- Led lessons on Adobe Suite programs and fundamentals of graphic design.
- Provided mentoring to students in their creative projects to foster growth, facilitate improvement, and ensure the authenticity and integrity of their designs and ideas.
- Fostered a supportive and trustworthy classroom environment by implementing peer critiques, encouraging constructive feedback, and promoting collaboration among students.

MARINA MAHER COMMUNICATIONS

CREATIVE CONTENT CREATOR, FEBRUARY 2017 - SEPTEMBER 2018

- Enhanced MMC's social media presence through digital content creation and photography.
- Conducted visual research and implemented contemporary trends in digital posts.
- Collaborated with the marketing team to align creative visuals with brand objectives.

BIDEN-HARRIS 2020 PRESIDENTIAL CAMPAIGN

GRAPHIC DESIGNER, OCTOBER 2020

MTA COMMISSION AT JAMAICA STATION

PHOTOGRAPHER, AUGUST 2020

PDN FACES COMPETITION 2019

SYMPHONY SPACE

JUNIOR DESIGNER, NOVEMBER 2017 - JUNE 2018

APERTURE FOUNDATION

DESIGN WORK SCHOLAR, FEBRUARY - JULY 2017

SYRACUSE UNIVERSITY

INSTRUCTIONAL ASSOCIATE, JULY 2015 - MAY 2016

SPECIAL PROJECTS

FEATURED PHOTOGRAPHER, NOLA CONTEMPORARY ARTS CENTER, 2024

ART DIRECTOR, SAYSH FELIX SNEAKER LAUNCH, 2023

DESIGNER, PRIDE FX INFLUENCER FLOWER BOX, 2021

ART DIRECTOR, BIDEN HARRIS 2020

PHOTOGRAPHER, MTA JAMAICA STATION INSTALLATION, 2020

EDUCATION

SYRACUSE UNIVERSITY

S.I. Newhouse School of Public Communications, M.S. Photojournalism

SYRACUSE UNIVERSITY

College of Visual and Performing Arts, B.F.A. Communication Design, Art Photography