

# SONYA HESTER



ART DIRECTOR /  
DESIGN MANAGER

## CONTACT INFO

407.256.5775

Apopka, FL

[sonyahest@gmail.com](mailto:sonyahest@gmail.com)

[LinkedIn](#)

[Portfolio](#)

## EXPERTISE

INNOVATIVE DESIGNER

LEAD CREATIVE

TECHNICAL PRO

STRATEGIC THINKER

CLEAR COMMUNICATOR

PROJECT COORDINATOR

PROCESS IMPROVER

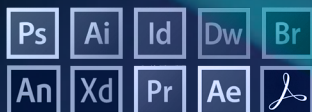
COLLABORATIVE

PROBLEM SOLVER

DETAILED & ORGANIZED

QUALITY IMPROVER

ADOBE CREATIVE SUITE



## CAREER PROFILE

Passionate, award-winning creator of solution-based design projects, meeting tight deadlines and developing new approaches to a creative brief. Progressive experience and expertise translating business requirements into effective, advertising campaigns. Mastery of digital, UI/UX, print design, HTML emails and websites, photo/video shoots, social media, typography, and event ideation. Solid success leading and contributing to a team. Ensures project meets deadlines, budget requirements and brand standards. Effectively leads and manages design process from conception to completion.

## PROFESSIONAL WORK EXPERIENCE

SONYA HESTER DESIGNS, Orlando, FL

2019 - 2020

*Owner/Art Director of Design and Consulting Services*

Helping to grow companies through engaging, result-driven visual communications, marketing, digital solutions, corporate branding, social media, and graphic design. Specializing in Hospitality, Travel, Realty, Healthcare, Architecture, Education, and Entertainment. My clients include Holiday Retirement, Scholastic Book Fairs, Westin, Sheraton, Rosen, Radisson hotels, and Golf resorts, as well as apartment complexes, small businesses, and restaurants.

AAA - AMERICAN AUTOMOBILE ASSOCIATION, Lake Mary, FL

2007 - 2019

*Art Director/Creative Manager in Travel Information & Content Department*

Established the creative conceptual ideas and stylistic direction for all AAA Travel Information products. Developed diverse quality designs and branding for digital, event, social, and print. Created marketing campaigns for in-house departments and clubs to promote products to members and clients. Managed projects, vendors and diverse teams to create, present and produce new digital and print products.

- Improved brand quality across all internally produced materials by having 100% accuracy of creative, causing no significant loss of revenue
- Translated strategic input into effective creative solutions for National office clients and clubs to promote and improve brand perception for 60 million members
- Reduced costs and improved process of flagship AAA TourBook® products by modern redesign of cover and reformatting the internal layout for 15M+ print run product
- Negotiated win-win visual communication solutions with office and club executives to produce innovative and successful travel products for 12 years
- Executed effective design solutions for AAA's TripTik Travel Planner website and mapping tool to modernize user experience and increase member usage by 25%
- Awarded the QED (Quality, Excellence in Design) Good Housekeeping award 2014 for three top destinations eTourbook Travel Guide designs
- Earned the Presidential recognition award, 2012 for outstanding design work on development of AAA Travel Guide application
- Earned the Presidential recognition award, 2015 for outstanding design work on the Explorations travel magazine application and AAA Travel Experience application

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## EDUCATION

**BACHELOR OF FINE ARTS  
(BFA),**

University of Florida  
Gainesville, Florida

**ASSOCIATE OF SCIENCE  
(AS) Graphics Technology**  
Winter Park Tech, Winter Park,  
FL and Valencia State College,  
Orlando, FL

**MANAGEMENT COURSES**

Disney University, AAA  
Courses, Eckerd Classes

## PROFESSIONAL WORK EXPERIENCE Continued

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**BURKE, HOGUE & MILLS ASSOCIATES, INC.,** Lake Mary, FL **2005 - 2007**  
*Marketing & PR Manager for Architectural and Interior Design Company*

Managed all marketing and design projects for Architectural and Interior Design firm. Collaborated with Principal owners on creative concepts and marketing solutions. Provided graphic design, copy writing, public relations, photo shoots, RFQ and RFP submittals and supervised production with outside vendors.

- Propelled company forward with use of innovative design and software knowledge to help create new modern website and logo to better compete with other industry leaders
- Produced RFP's to secure multi-million-dollar projects for the firm that contributed to their ongoing 30+ year success
- Coordinated extensive photo shoots to highlight the firm's variety of architectural and interior accomplishments to use in print and digital marketing projects

**FIRST MARKETING GROUP INTERNATIONAL, INC.,** Longwood, FL  
*Senior Graphic Designer for Ad Agency*

Seven years of agency experience creating Hospitality and Realty based print and digital design campaigns. Reported to Art Director on all projects from conception to delivery. Reviewed junior designers' work to ensure high quality. Maintained brand consistency throughout all client advertising projects and ensure deadlines were met.

- Created new designs for advertising materials that led to team winning industry awards
- Customized unique direct mail packaging that increased sales for clients
- Passion for design made the Westin and Rosen hotel projects exceeded expectations
- Organized and managed files and backup to ensure no loss of time or costs to clients or company

## PROFESSIONAL DEVELOPMENT

How to Build Strategic Thinking Skills | Decision Making and Problem Solving | Building Team Pride and Purpose | Principals and Qualities of Genuine Leadership | How to Design for Persuasion, Emotion and Trust | Providing Constructive Feedback | Mastering Win-Win Negotiations | Emotional Intelligence | Leading Innovation | Activating Change | How to Engage and Empower Employees | Communicating with Tact and Finesse | Exceptional Presentations | The Copywriters Workshop | Brand Strategy

## ADDITIONAL SKILLS, INTEREST & ACTIVITIES

- Photography & Drawing
- Interior Decorating
- Theater Set Design
- Visual Merchandising & Display
- Scenic Design Experience at Walt Disney World
- Apprentice with Walt Disney World Imagineering
- Owner, YaYa Creative LLC - Graphic Design
- Lover of the Arts, Music & Theater