



Sude Esiyok

Graphic designer who is practical and joyful! My design interests lie in functional design as well as immersing myself into playful branding, merchandising, and campaign work. I like to help make the world go round.

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EXPERIENCE

The Web, San Francisco, CA — *Graphic Designer, Illustrator*

JULY 2025 - PRESENT

- Illustration and graphic works readily designed for production-ready assets for magazines.
- Provide community support by hosting art events with attendance of 100+ people.

UCF Well-Being, Orlando, FL — *Senior Designer*

JULY 2021 - JAN 2025

- Led team of 3 designers for digital, web, and print deliverables for campaigns and websites viewed by 70,000+ students across campus.
- Trained designers to be proficient in Adobe Creative Suite, illustration, branding, and Figma products for usage of multiple scaling deliverables, UX/UI web design, and brand consistency.
- Three years of experience managing the branding system of the University of Central Florida's Well-Being center.
- Coordinated marketing for our Instagram of a 5.4k following.

UCF Student Success, Orlando, FL — *Senior Designer*

MARCH 2024 - MAY 2024

- Received a \$5,000 grant through self-initiated research on student's user experience with UCF Student Success programs.
- Created a logo identity system and branding guidelines for the branding identity of a UCF Student Success program.

Studio Pegasus, Orlando, FL — *Intern Graphic Designer*

AUGUST 2024 - DECEMBER 2024

- Design Agency that tackled UCF affiliated organizations.
- Worked on 4+ creative projects simultaneously to deliver production ready magazines, social media, and assets required.

EDUCATION

University of Central Florida, Orlando, FL — *Bachelor's of Fine Arts*

AUGUST 2021 - MAY 2025

SKILLS

Branding, Brand Marketing, Visual Identity, Typography, Exhibition, Poster, Print, Marketing Assets, Social Platforms, Art Direction, Signage & Wayfinding, Illustration

Adobe Creative Suite, Photoshop, Illustrator, Microsoft Suite, InDesign, Lightroom, Premiere Pro, After Effects, Figma, Cargo, Womp3D

ACCOLADES

The Design Kids

Silver & Bronze Medalist for branding and packaging design projects.

Above & Beyond Award

University of Central Florida recognized award for ample efforts of leadership in graphic design programs.

MadebyJames Scholarship

Recipient of *MadeByJames* scholarship for Brand Design.

LANGUAGES

English: Native
Spanish: Basic

