

SOPHIE BENZAKEIN

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☎ (631) 935-4191

EDUCATION

The Fashion Institute of Technology (SUNY)
Photography and Digital Media Design
Associates of Arts (AA)

The Fashion Institute of Technology (SUNY)
Art History and Museum Professions
Bachelors of Science (BS)

SKILL SET

Digital Design
Typographic Design
Brand Identity
Logo Creation
Post Production Editing
Key Visual Design

TECHNICAL SKILLS



PORTFOLIO / WEBSITE



<https://www.sypbnz.com/>

LINKEDIN



WORK EXPERIENCE

AUDREY SIGNS, Graphic Designer
May 2024 - July 2024

- Utilize **CorelDRAW** to create detailed signage submittals that integrate with architectural blueprints, ensuring project cohesion.
- Maximize **Adobe Illustrator and Photoshop** skills to develop visually compelling graphics with technical precision.
- Design both 2D and 3D artwork, transforming concepts into visuals that exceed client expectations.
- Collaborate with project managers and installation teams to align designs with structural and logistical needs.
- Lead design ideation sessions, using industry insights and client feedback to inspire innovation and refine strategies.
- **Maintain brand consistency and visual integrity** across various signage applications.
- Develop visual mockups and prototypes for brand concepts and packaging, refining designs based on client feedback.

NEXSTAR MEDIA GROUP (NewsNation Division), Graphic Operator
March 2023 - February 2024

- **Built and launched live national broadcasts**, including shows like Cuomo, Dan Abrams Live, and Elizabeth Vargas Reports.
- Managed all live graphics for broadcasts using **Xpression** and other software, ensuring seamless visual production.
- Collaborated with high-value teams to meet all visual production and graphic design needs in a fast-paced environment.
- Produced high-quality graphics for live productions, demonstrating strong attention to detail and efficiency under pressure.
- Possess extensive troubleshooting skills with software (**Optic, Corrio, ENPS, OBS, VNS IP servers, Adobe Suite**) and hardware (**SMPTE ST 2110, RTS intercoms, digital audio**).
- Created and regulated high-quality graphics, photographs, and designs using 2D and 3D illustration skills for various shows and projects through **Adobe suite**.

NEXSTAR MEDIA GROUP (NewsNation Division), Technical Assistant
June 2022 - March 2023

- Executed a wide range of technological production and operational tasks across multiple projects and live shows.
- Supported diverse teams by troubleshooting and resolving technical issues in high-pressure, multitasking environments.
- Possess extensive knowledge in **transmission, communications, video editing, teleprompting, camera control, lighting, and audio production**.
- Performed daily maintenance, quality control checks, troubleshooting, and repairs of broadcast and production equipment.
- Operated production equipment, including **multichannel streaming switch controls, lighting, streaming control panels, IFB devices, and earpiece amplifiers**.
- Managed time-sensitive operations through effective communication with Production Directors, Project Managers, Engineers, IT, and technicians.
- Provided technical support to high-value external partners and clients, enhancing company relationships and ensuring ongoing collaboration.

Freelance, Graphic Designer
June 2016 - Present

- Developed branding and visual identity packages for clients, ensuring consistency and enhancing brand recognition across digital and print platforms.
- Created high-quality marketing materials, including **posters, brochures, and social media graphics, boosting client visibility and engagement**.
- Collaborated with clients to provide customized design solutions, consistently exceeding expectations and achieving business goals.
- Utilized **Adobe Creative Suite** for professional, polished visual content, maintaining high standards of creativity and technical precision.
- Managed multiple design projects simultaneously, meeting tight deadlines while ensuring high-quality deliverables.
- Conducted design research to stay updated on industry trends, delivering innovative and relevant designs.
- Maintained clear communication and provided regular updates to clients, **fostering strong relationships and repeat business**.