

SONIA DEVIKA CHOPRA

web site www.freshsparks.com

address 3743 McLaughlin Ave #1 Los Angeles, CA 90066 phone 310 922 9730 email sone@freshsparks.com

EDUCATION

Parsons School of Design . NYC, NY
MFA Design & Technology, 2004

Rice University . Houston, TX
BA Architecture & BA Studio Art, 1999

Harvard Extension . Cambridge, MA
Marketing for Services course, 1999

PRO-BONO/VOLUNTEER

Kahani Media . 2005-present
www.kahani.com
Role: Creative Director
Award-winning South Asian Children's
Literary Magazine

TECHNICAL SKILLS

Platforms . Mac and Windows

Software . Photoshop, Illustrator,
InDesign, PageMaker, Acrobat, After
Effects, Flash, Fireworks, Dreamweaver,
Director, QuarkExpress, Word, Excel,
Powerpoint, Outlook, Project, Access

Web . HTML, CSS, XML, Actionscript,
familiarity with Javascript, familiarity
with PHP, database management

AFFILIATIONS

American Institute of Graphic Arts
(AIGA) Member

LANGUAGES

Intermediate French and Spanish

References furnished upon request

EXPERIENCE

FreshSparks . 1999-present . Various locations
www.freshsparks.com
Role: Owner/Creative Director
Identity, print, web design and hosting for many client types all
over North America.

Plan B Solutions . Apr 05-Jul 06 . Halifax, NS, Canada
www.planbsolutions.net
Role: Graphic Designer
Graphic/web design and copy writing for this web and software
development company.

Bigshot Media . Oct 04-Mar 05 . Halifax, NS, Canada
www.bigshotmedia.com
Role: Multimedia Designer
Edit, design, and produce stock motion graphic/animation clips
for use on the web or for presentations.

Cooper-Hewitt National Design Museum . Spring 04 . NYC
www.cooperhewitt.org
Role: Communications Department Intern
Support of communications efforts and web site maintenance.

Catalano Architects Inc . Summer 03 . Boston, MA
www.catalanoinc.com
Role: Marketing Consultant

- Analysis of the state of marketing/business development efforts
- Creation of new business and marketing plan to increase revenue and garner more lucrative project prospects
- Redesign of communications collateral and web site
- Research of new and target markets
- Writing and release of press and advertising

MFA Program, Parsons School of Design . Aug 02-May 04 . NYC

CBT Architects . Mar 02-Jul 02 . Boston, MA
www.cbtarchitects.com
Role: Marketing Coordinator

- Coordination of marketing proposals, qualifications packages, interview presentations, and client events
- Some design of brochures, collateral, and qual packages
- Assistance in marketing efforts of involved principals & officers
- Collaboration with clients, vendors, consultants & other offices

Cannon Design . Sep 99 - Mar 02 . Boston, MA
www.cannondesign.com
Role: Marketing Coordinator
Same description as above.