

SOPHIE MESTERS

SENIOR GRAPHIC DESIGNER | BRAND & DIGITAL

Pennsylvania • Remote

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609-933-3334

Award-winning Senior Graphic Designer with 13+ years of agency, in-house, and entrepreneurial experience across branding, packaging, websites, advertising campaigns, and digital experiences. I enjoy collaborating with marketing teams and business leaders to bring ideas from concept through launch, and I'm looking for a consistent remote part-time or contract role where I can contribute broad creative expertise, take ownership of projects, and become a trusted part of the team.

300+ NATIONAL BILLBOARDS	160+ WEBSITES DESIGNED	300+ BUSINESSES SERVED	13+ YEARS EXPERIENCE	140+ FIVE STAR REVIEWS	WIX LEGEND PARTNER	ADDY AWARD WINNER
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CORE SKILLS

- Brand Identity & Strategy
- Packaging Design
- Adobe Illustrator
- Web Design & SEO
- Advertising Campaigns
- Adobe Creative Suite
- Creative Direction
- Adobe Photoshop
- Adobe InDesign
- Graphic Design

EXPERIENCE

DESIGN BY DUTCHESS, LLC Founder | Senior Graphic Designer

2020–Present

- Founded and grew a full-service creative studio serving **300+ businesses**, delivering brand strategy, websites, packaging, print collateral, and marketing solutions across healthcare, construction, hospitality, retail, nonprofit, and professional services.
- Led projects from concept through launch, developing **brand identities, product names, taglines, packaging systems, responsive websites, and integrated advertising campaigns** across digital and print.
- Served as a strategic creative partner to business owners and marketing teams, managing projects from discovery and creative direction through production and launch.
- **Built a referral-driven business without paid lead generation, earning 140+ five-star reviews** and developing long-term client relationships and ongoing creative partnerships.

GLASS MEADOWS INC Creative Consultant

2023–2026

- Served as an ongoing creative consultant for a New Jersey cannabis brand, leading creative across brand strategy, **regulatory-compliant packaging**, web, digital, print, and marketing.
- **Created product names, taglines, and brand identities** across an expanding portfolio of cannabis products, while designing packaging and branded assets for the Glass Meadows product line.
- Partnered directly with leadership on creative direction, website strategy, product launches, and ongoing brand development, **contributing to the growth of a profitable, award-winning cannabis brand**.

COFFEE BEAN DIRECT Graphic Designer

2016–2020

- Redesigned the company's e-commerce website, modernizing the user experience, visual identity, and brand presentation using customer insights and Google Analytics.
- Redesigned packaging across multiple product lines while developing memorable marketing campaigns and taglines—including **"Happiness is Brewing"**—that strengthened brand consistency.
- **Updated product packaging to meet evolving labeling and regulatory requirements** while maintaining a cohesive visual identity across product lines.
- Created digital advertising, email campaigns, and print collateral supporting product launches, leveraging Google Analytics and A/B testing to optimize website performance and customer experience.

POND LEHOCKY GIORDANO Graphic Designer

2013–2016

- Designed integrated advertising campaigns across **television, print, outdoor, digital, and social media** for one of the nation's largest workers' compensation and Social Security disability law firms.
- Created graphics for 300+ billboards, three television commercials, and the **ADDY Award-winning "Torn Apart"** campaign, which aired during Super Bowl broadcasts.
- Collaborated with writers, photographers, print vendors, publications, and marketing teams to deliver high-volume campaigns under aggressive production deadlines.

EDUCATION

Bachelor of Arts in Communications | Advertising • Art Direction • Graphic Design | Temple University | 2013