

SOPHIE MESTERS

SENIOR GRAPHIC DESIGNER

Pennsylvania • Remote

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609-933-3334

Award-winning Senior Graphic Designer with 13+ years of experience helping businesses build memorable brands that drive growth through strategic design. Combines agency, in-house, and entrepreneurial expertise to lead branding, packaging, websites, marketing campaigns, and digital experiences from concept through launch. Wix Legend Partner specializing in responsive websites, integrated brand experiences, and user-centered design.

300+ NATIONAL BILLBOARDS	160+ WEBSITES DESIGNED	300+ BUSINESSES SERVED	13+ YEARS EXPERIENCE	120+ FIVE STAR REVIEWS	WIX LEGEND PARTNER	ADDY AWARD WINNER
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CORE SKILLS

- Brand Identity
- Packaging Design
- Adobe Illustrator
- Responsive Web Design
- Advertising Campaigns
- Graphic Design
- Creative Direction
- Adobe Photoshop
- Brand Strategy
- SEO / AI Visibility

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, cannabis, and professional services.
- Led end-to-end branding initiatives from discovery through launch, developing **brand identities, product names, taglines, packaging systems, responsive websites, and integrated marketing campaigns** that helped clients establish cohesive, market-ready brands.
- Partnered with business owners and marketing teams to translate business goals into compelling brand identities, digital experiences, and marketing campaigns that strengthened customer engagement and brand recognition.
- Built long-term client relationships resulting in **120+ five-star reviews**, a referral-driven business, and ongoing strategic creative partnerships.

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 and ongoing marketing initiatives. Leveraged Google Analytics and A/B testing to optimize website performance, improve the online customer experience, and reduce bounce rates.

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 creative for 300+ billboard campaigns, 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.

THOMAS JEFFERSON UNIVERSITY HOSPITALS Presentation Consultant

April-June 2013

- Developed and refined professional presentation materials for a major healthcare organization, translating complex information into clear, polished visual communications.
- Applied typography, layout, information hierarchy, and brand standards to create cohesive presentations for internal and external audiences.

D4 CREATIVE GROUP Graphic Designer

January-April 2013

- Created advertising and marketing materials in a fast-paced agency environment for clients across healthcare, automotive, telecommunications, and other industries.
- Supported integrated campaigns across print and digital channels while collaborating with creative teams to execute concepts within established brand systems.

EDUCATION

Bachelor of Arts in Communications | Advertising • Art Direction • Graphic Design | Temple University | 2013 | GPA: 3.5