



EDUCATION

BACHELOR OF FINE ARTS GRAPHIC DESIGN

University of Massachusetts Dartmouth, 2025

- 3.5 GPA
- Chancellor's List & Dean's List honoree

SKILLS

ADOBE

- Acrobat
- AfterEffects
- Illustrator
- InDesign
- Lightroom
- Photoshop

GOOGLE WORKSPACE

MICROSOFT 360

SITE BUILDING

- Cargo
- CSS/HTML
- Figma
- Github
- Squarespace
- Visual Studio Code
- Wix
- Wordpress

SOCIAL MEDIA

- Buffer
- Facebook
- Hootsuite
- Instagram
- Later
- LinkedIn
- Meta Business
- TikTok
- Twitter/X

OTHER SOFTWARE

- Asana
- Canva
- Constant Contact
- Donorbox
- Mailchimp
- Quickbooks
- Zoom
- ZoomInfo

ADDITIONAL SKILLS

- Spanish (written & basic proficiency)

CONTACT

sonja@westcottcollective.org

smorals.com

Greater Boston, MA

EXPERIENCE

FOUNDER & CONTRACTOR

Westcott Collective | Fall River, MA | 2019 - present

- Delivers print, digital, and web designs, mainly for nonprofit and small-scale businesses
- Creates and refines branding & identity
- Expands clients' digital reach through website design, social media strategy, and copywriting
- Collaborates with clients to create growth strategies

GRAPHIC DESIGNER

Studio Six | North Dartmouth, MA | 2024

- Nominated by UMass Dartmouth College of Visual & Performing Arts (CVPA) staff to participate in its professional design studio
- Coordinated with on-campus and external clients
- Collaborated with team members to create strategy-based branding and marketing deliverables
- Researched, created, edited, and produced systems and designs suited to individual client needs

SOCIAL MEDIA & COMMUNICATIONS INTERN

*Let's Empower, Advocate, and Do Inc. (LEAD)
Hybrid (Worcester, MA) | 2021-2022*

- Directed day-to-day functions, including schedule, inter-office correspondence, and record-keeping
- Enhanced branding
- Designed digital & print materials
- Strategized digital communications plan
- Simplified and updated website structure & content
- Created company-wide digital filing system
- Facilitated all post-deal client communications
- Spearheaded improvements to client communications
- Trained and onboarded new staff

ADDITIONAL EXPERIENCE

Contributing Writer

Freelance | Remote | 2018 – present

Graphic Design Coordinator

*St. John the Evangelist Parish | Attleboro, MA
2022 – 2023*

Marketing Navigator

MindSetGo | Worcester, MA | 2021 – 2022