



SOPIA KEMBALSKY

484-274-2222 / srembalsky@gmail.com
sofiarembalsky.com

EXPERIENCE

VAYNERMEDIA

Associate Creative Director • New York, NY

March 2024 to January 2025

My partner and I led creative for Pepsi Blue Can in absence of a CD team. Then, switched onto MUG Root Beer working mainly on 'culture bombs' (something that blows up in culture) while simultaneously working alongside a CD team on Starry to develop a brand voice and a creative campaign platform for the coming year.

180NY

Associate Creative Director • New York, NY

January 2021 to March 2024

Stepped up in the absence of a ECD or CD to run the creative department and oversee all creative across the agency as of August of 2023. Additionally, was an integral part of the pitch team since 2021, frequently assisting on 180LA & 180AMS pitches. Main clients included Conagra Brands, MTN DEW, Sony, and Slomin's.

TBWA\CHIAT\DAY

Senior Art Director • New York, NY

September 2018 to January 2021

Designed, art directed, illustrated, animated, constructed, and more for Conagra brands such as Slim Jim, Reddi-wip, Angie's Boom Chicka Pop, Orville Redenbacher's, Duncan Hines, and others. Was one of four individuals who launched the Slim Jim Instagram account into what it is today as our case study for this method of operating on social.

MULLENLOWE

Designer • Winston-Salem, NC

June 2017 to July 2018

Designed and art directed for brands like Ulta Beauty, Hanes Brands, E*Trade, North Carolina Education Lottery, United Concordia Dental, Burger King, T. Marzetti Brands, and more.

OLYMPUS

Medical Marketing Design Intern • Center Valley, PA

June 2016 to October 2016

BREASTCANCER.ORG

Graphic Designer • Philadelphia, PA

June 2015 to March 2016

EDUCATION

Maryland Institute College of Art

Bachelor of Fine Arts • Baltimore, MD

Major in Graphic Design, Minor in Creative Writing, & Concentration in Book Arts

Graduated May 2017

Dean's List each term of academic career

COMMUNITY SERVICE

Habitat for Humanity, 2016 to Current • PA, MD, NC, NY

The Special Olympics, 2009 to 2017 • Center Valley, PA

Children's Hospital of Philadelphia, 2007 to 2016 • Philadelphia, PA

Philadelphia College of Osteopathic Medicine, 2007 to 2017 • Philadelphia, PA

Camelot for Children Center, Inc., 2004 to 2013 • Allentown, PA

SKILLS

Some Knowledge ●●●

Proficient ●●●●

Expert ●●●●●

Figma ●●●

Adobe Illustrator ●●●

Adobe Photoshop ●●●

Adobe InDesign ●●●

Adobe After Effects ●●●

Typeface Development ●●●●
(Robofont)

Typography ●●●

Graphic Design ●●●

Motion Graphics ●●●

Principles of Motion Design ●●●●

Design Prototyping ●●●

UX & UI Design ●●●

Book Arts ●●●

Hand Lettering ●●●

Creative Writing ●●●

Spanish ●●●