

SOLA NAGAOKI

Hello! I specialize in brand identity and graphic design. Seeking collaborative opportunities to develop human-centered designs that drive meaningful connections.

EXPERIENCE

Digital Designer

Scent Theory/4U by Tia (GMason) - Household brand with accessible wellness products
Oct 2025 - Present

- +Strategically grew organic social media presence across multiple accounts, achieving a 9.31% follower increase on the @4UbyTia channel within five months through engaging, non-paid content promoting community building and sales growth.

- +Quickly produced visual assets, thriving in a fast-paced environment with a self-starting, resourceful mindset to create high-impact content.

- +Worked with cross-functional teams to design diverse assets, including Walmart product detail pages(PDP), print collateral, and internal visuals, ensuring cohesive and effective brand identity.

Graphic Designer

Superbolt - Creative agency building brands with high impact digital marketing
Jun 2023 - Apr 2025

- +Conceptualized and produced 35-50 weekly static, motion, and video assets optimized for paid social lifecycle marketing, and landing pages while maintaining strong brand standards across multiple client accounts.

- +Rapidly iterated on creative concepts based on performance data, stakeholder feedback, and scaling top-performing visuals.

- +Presented creative strategy and visual direction in weekly client meetings, translating business goals into compelling, user-focused design solutions.

Contract Graphic Designer

Kitty's Co./Meow Mail - Playful, creative-focused email marketing platform
Jan 2023 - Jun 2023

- +Designed email campaigns in a fast-moving startup environment, balancing brand narratives while driving sales.

- +Helped define a brand identity, contributing to logo design, visual guidelines, and foundational brand documentation.

Junior Graphic Designer

Jerry.ai - Fintech start up with a super app for car owners
Jan 2022 - Jan 2023

- +Produced refined on-brand designs for in-app assets, social content, landingpages, and marketing campaigns across various platforms such as Instagram, Facebook, TikTok, Hulu, X, and Cable Television.

- +Collaborated closely with product and marketing teams to iterate quickly on creative concepts, exchange feedback effectively, and optimize assets for both user experience and performance.

Graphic Design Intern

Aug 2021 - Jan 2022

- +Tracked social analytics weekly and presented design proposals for organic social media content and paid advertisement to boost engagement and follower growth.

TOOLS

+Adobe Creative Suite:

Illustrator, Photoshop, InDesign, XD, After Effects, Animate, Stager, & Lightroom

+Figma

+Blender

+Womp

+HTML, CSS, Javascript

+Microsoft Office:

Word, Excel, PowerPoint, OneDrive, Forms

+Social Media:

Instagram, Facebook, TikTok, X

+Procreate

+Canva

+Metabase

+Lottie

SKILLS

+Branding

+Packaging & Production Design

+Marketing Analysis

+B2B, DTC Marketing

+Systems Thinking

+Photography

+AI-powered optimization

+Data Visualization

+Illustration

+Costume & Set Design

EDUCATION

B.A. Design, Minor in Architectural Engineering
University of San Francisco (May 2022)