

HELLO! MY NAME IS SONAM DHANJAL.

I am an Art Director and Graphic Designer and the Bay Area, CA.

My philosophy as a designer is to create with intention and embrace the chaos that is design. From ideation to the final product, the process itself is a chaotic one and it is within this chaos that I thrive.

🌐 sonam.design
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SKILLS

Adobe // Illustrator Photoshop InDesign
After Effects Adobe XD

Other // Keynote Figma Auto Desk Fusion 360

EDUCATION

MILPITAS HIGH SCHOOL

Milpitas, CA | Graduated 2007

General Education

SAN JOSE STATE UNIVERSITY

San Jose, CA | Graduated 2019

BFA Graphic Design

THE ACADEMY | Goodby Silverstein & Partners

San Francisco, CA | Graduated Mar 2023

Year long fellowship & portfolio crafting
for Art Direction & Design

EXPERIENCE

ONE.SJSU Spartan App Portal Icon System

Jul 2018 – Sep 2018

Graphic Design Internship

San Jose State University, San Jose, CA

- Developed & designed an icon system for San Jose State University's new web portal site. Worked with a team of 13 design students to create a cohesive 120 icon system.

Piktopus Branding Sponsorship

Jul 2018 – Sep 2018

Graphic Design Internship

San Jose State University, San Jose, CA

- Developed & designed branding concepts, including assets for logo & web.

Freelance Graphic Designer

Jul 2019 – Present

Designed for various tech companies and organizations like:
Team San Jose/ Mighty Design Agency / Blue Back Global
Empire Seven Studios / Pow! Wow! San Jose Mural Festival
Various Locations

- Conceptualize & develop branding & marketing strategies.

Logitech Production Artist

Jul 2019 – Present

Production designer for various digital applications

- Assisted with content creation and brand guides for campaign launches
- Communicate visual storytelling through branding via digital & printed media.
- Created training materials for vendors and business groups

EXHIBITIONS

SEOUL NATIONAL UNIVERSITY OF SCIENCE & TECHNOLOGY

Seoul, Korea | Jun 12–18, 2018

SJSU BFA Graphic Design Student Portfolio Exhibition.
Coordinated by Prof. Chang Kim & Prof. Woo Hyuk Park.

HANBAT UNIVERSITY

Daejeon, Korea | Jul 2–14, 2018

SJSU BFA Graphic Design Student Portfolio Exhibition.
Coordinated by Prof. Chang Kim & Prof. Jang Woo Noh.

PRISM

San Jose, California | Oct 29–Nov 14, 2018

SJSU BFA Graphic Design Class Exhibition.
Coordinated by Prof. Connie Hwang.

ACCOLADES

ADOBE CREATIVE JAM

San Jose, California | Apr 18 2019

Winner of Adobe's Creative Jam competition &
workshop for mobile app design with Adobe XD.

PIKTOPUS BRANDING SPONSORSHIP

San Jose, California | Sept 2018

Received honorable mention award.