Sonali Heath Retemyer

Communication/Graphic Designer

Communication designer with experience in graphic design, branding, augmented reality, and immersive experiences. Passionate about creating thoughtful visual systems that combine storytelling, technology, and user-centered design. Quick to learn new tools, collaborative by nature, and eager to contribute creative solutions in fast-paced environments.

Contact

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Experience

Freelance Art Director: (09/2026 - Present)
Company: OMNICOM/Wildtype

- Supervised and organized in the development of final storyboard for video presentation of a new release project for client event, through the usage of layer comps.
- Designed new icons for the creative process of website development for client, to cohere with the brand identity.
- Reviewed and refined info graphic assets for client event presentation to by maintaining proper brand cohesiveness, for the best applicable storytelling of brand delevopments.
- Streamlined final file preprations and distributions by effeciently managing multiple fast-paced projects simultaneously for fast responsiveness in order to supply high accuracy in final deliverables for distribution.

Art Direction Intern: (06/2026 - 08/2026)
Company: OMNICOM Bold Beginners/Wildtype

- Supported in the visual asset developments and creations with creative team, while also providing creative insights and perspective to project
- Designed logos for the creative process of redesigning new logo for clients, Particpated in client and creative review with creative teams
- Collabrated in a campaign pitch project for the promotion for a new medicine, by adding to the creative imput and process for the storytelling of the campaign.
- Managed multiple projects simultaneously in a fast-paced environment, balancing speed, responsiveness in order to prepare final files accurately and efficiently, in order for proper asset distribution.

Freelance Graphic Design Assistant: (12/2025 - 2/2026)
Company: Sanctuary Spaces Memory Museum

- Conducted research and synthesized findings to support the development of an immersive museum experience.
- Prepared and optimized 3D assets and spatial content within the Membit platform to improve the visitor experience.
- Provided insights and suggestions on how the layout of the channel should be to bring traction toward project
- Redesigned project branding, including logo and information architecture, creating a more cohesive visual identity.

3D/AR Tester Intern: (01/2025 - 05/2025)
Company: Membit.co

- Collaborated directly with the CEO and product team to design, prototype, and test augmented reality experiences.
- Created visual assets using Adobe Creative Suite and Vectary while applying immersive design principles to build engaging AR experiences.
- Gathered user feedback, organized digital assets, and identified usability improvements to enhance the overall user experiences.
- Designed social media content promoting company collaborations and live events, increasing audience engagement.

Education

New York City College of Technology, CUNY, Brooklyn, NY
Bachelor of Fine Arts, Communication Design
06/2025 **GPA: 3.68/4.00**

Kingsborough Community College, CUNY, Brooklyn, NY
Associate in Applied Science, Graphic Design
06/2023
Honors Scholars Program, Phi Theta Kappa (2022) **GPA: 3.8/4.00**

Skills

Hierarchy Software: Adobe Illustrator, Photoshop, InDesign, XD, Canva, Vectary, Figma

Design: Branding, Typography, Layout Design, Visual Identity, Information

Professional: Collaboration, Communication, Problem Solving, Time Management, Adaptability