



AVERY

SOHN

About

Senior art director and freelance designer living in Philly. With 10 years of experience ranging from pharmaceutical advertising, to hospitality/real estate branding, to branding and design for small businesses, my career has been uniquely transformative. My superpower lies in my design versatility, coupled with my strong aesthetic, love of storytelling, and business savvy. I am passionate about textural interiors, contemporary dance, strong shoulder pads, Amsterdam-based DJs, and mezze platters. Finding inspiration in all that I do, eat, and see.

EDUCATION

DREXEL UNIVERSITY • 2010-2014
B.S. Graphic Design
FIE Study Abroad • London, UK
Philadelphia, PA

ALVIN AILEY SCHOOL • 2009-2010
Dance Independent Study
New York, NY

SKILLS

Adobe Creative Suite, Figma, Google Suite, Microsoft Office, Midjourney, Squarespace, Mailchimp, Social Media, Slack/Teams, Asana/Teamwork

CONTACT

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+1 518 221 3956



Experience

CALCIUM SENIOR ART DIRECTOR

April 2020 - Present

INDUSTRY: *Pharmaceutical Advertising*

RESPONSIBILITIES: *Graphic Design • Art Direction • Print Design/Production • Web Design • Digital Marketing • Social Media Marketing • Strategy • Tactical Planning • Mentoring*

In my role, I worked on a newly approved pharmaceutical brand by leading and executing two separate multi-channel campaigns for patients and healthcare professionals. As the art director, I oversaw the creative process, from moodboards and storyboards to location scouting and styling, while providing visual direction to photographers and producers. Additionally, I helped design and oversee all of the print and digital pieces used as promotion for the brand. Those pieces include, brochures, mailers, banner ads, social media ads, email marketing, websites, just to name a few. I also helped manage various vendors and external partners such as media agencies, web developers, video animators, CGI arts, etc. Other responsibilities include, answering RFPs, leading client calls, mentoring and managing junior designers, and running a monthly creative department meeting.

COHERE LEAD DESIGNER

Feb 2017 - Mar 2020

GRAPHIC DESIGNER

Dec 2014 - Feb 2017

INDUSTRY: *Hospitality/Real Estate Branding*

RESPONSIBILITIES: *Graphic Design • Branding • Art Direction • Print Design/Production • Web Design • Environmental Design • Packaging Design • Event Design • Email/Social Marketing • Restaurant Build-outs • Strategy*

During my time at Cohere, I played a pivotal role in developing and expanding their hospitality portfolio, overseeing project design and execution, cultivating strong client relationships, and managing project deliverables and build-outs. I provided essential support to the Creative Director, handling tasks such as creating visual moodboards, branding, designing print/digital deliverables, coordinating production needs, working on ongoing marketing, art directing photoshoots, and meticulously planning brand launches. As brand stewards, we regularly managed day-to-day partner relationships, coordinating calls with architects, interior designers, and vendors to maintain a cohesive vision. I contributed to the artistic direction of photo shoots, sourcing suitable photographers, stylists, props, and models to align perfectly with the brand's aesthetic. Collaborating with account executives, I crafted timelines and project scopes while effectively supervising and delegating tasks to junior designers and interns, fostering a highly collaborative and productive team environment.

AVERY SOHN DESIGN OWNER/DESIGNER

June 2014 - Present

Types of projects include: branding, print design, packaging design, restaurant design, social media design/consulting, web design, and environmental design

Responsibilities include: executing concepts/deliverables, conducting meetings, setting up timelines, working with vendors, and managing budgets/scope

GIUSEPPE & SONS

Our beloved South Philly “gravy” has finally made it’s way to Center City with this concept by hospitality group, Schulson Collective. Schulson Collective teamed up with the iconic bakery, Termini Bros. to create the menu for this Roman-style ristorante and all-day café. The century-old Termini brand comes alive through the space with art deco details and walls of nostalgia.

Cohere aimed to keep the brand authentically Italian-American but additional inspiration came from the checkered tablecloths and Vespa-clogged streets of Rome.



AGENCY
Cohere
cohere.city

CLIENT
Schulson Collective
michaelschulson.com

INTERIOR
Home Studios
homestudios.nyc

PHOTO
Home Studios
Eater Philadelphia

ABOVE
branding, signage design

RIGHT
matchbook design





LEFT
daytime dining room
cannoli packaging
brand icon, lunch menu



RIGHT
menu, wine menu, business cards
cannoli counter





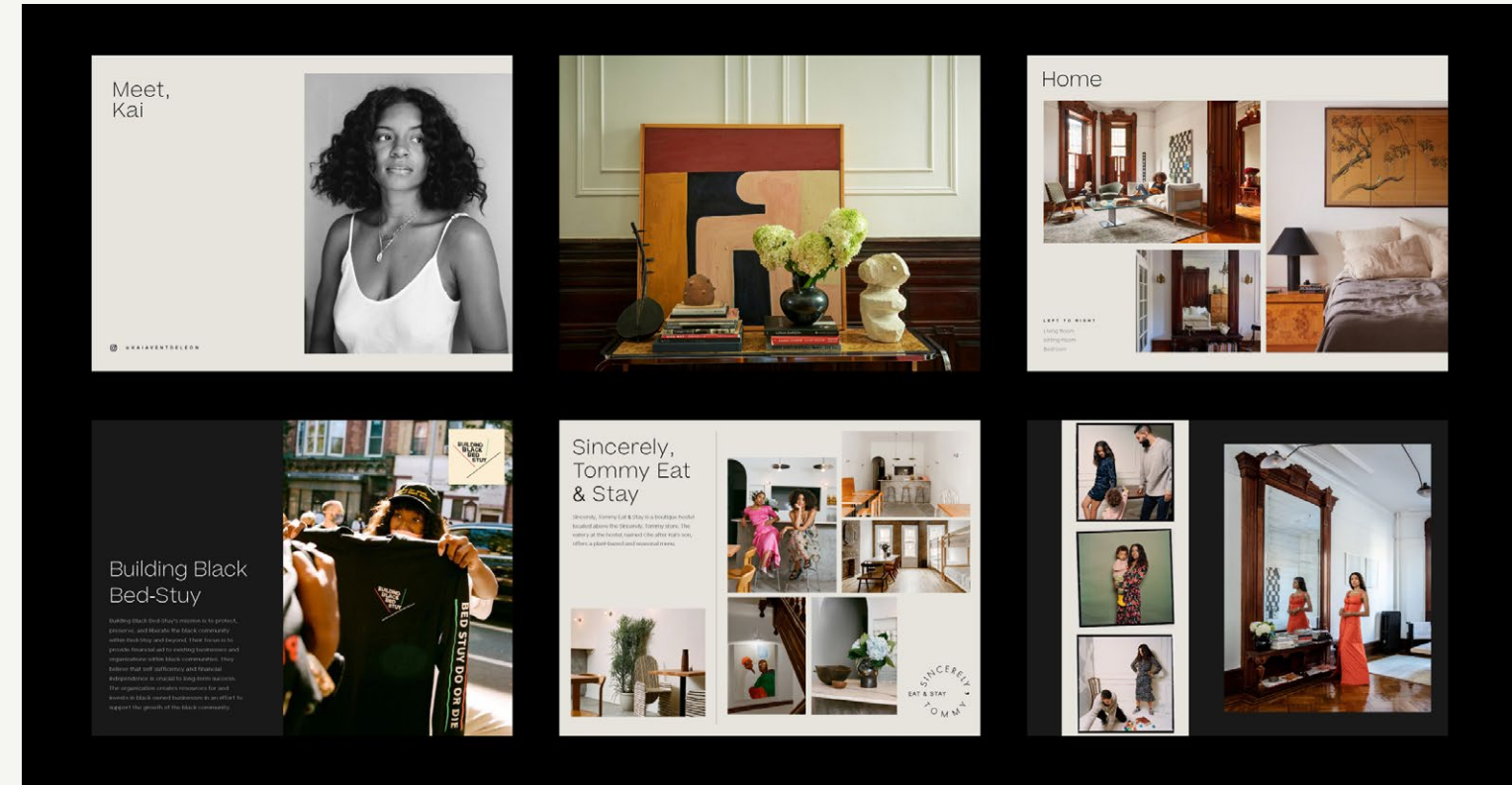
LEFT
 exterior signage design/production
 menu suite, business cards, matches
 menu design

RIGHT
 sign painting - Gibbs Connors
 matchbook design
 coaster design



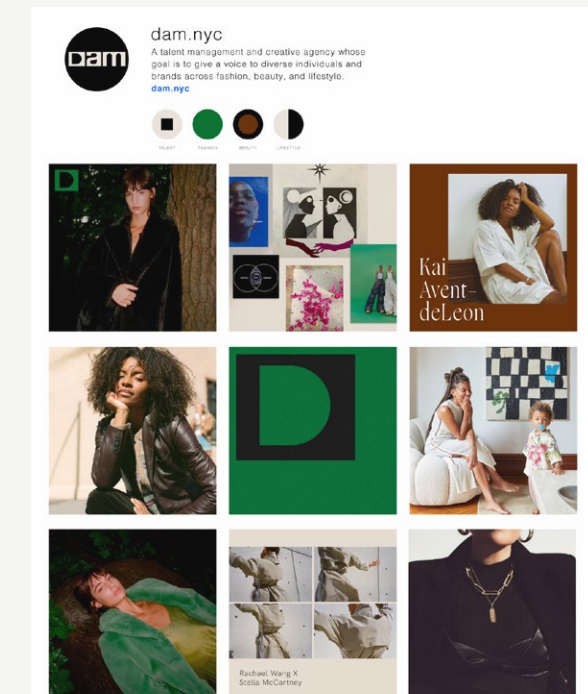
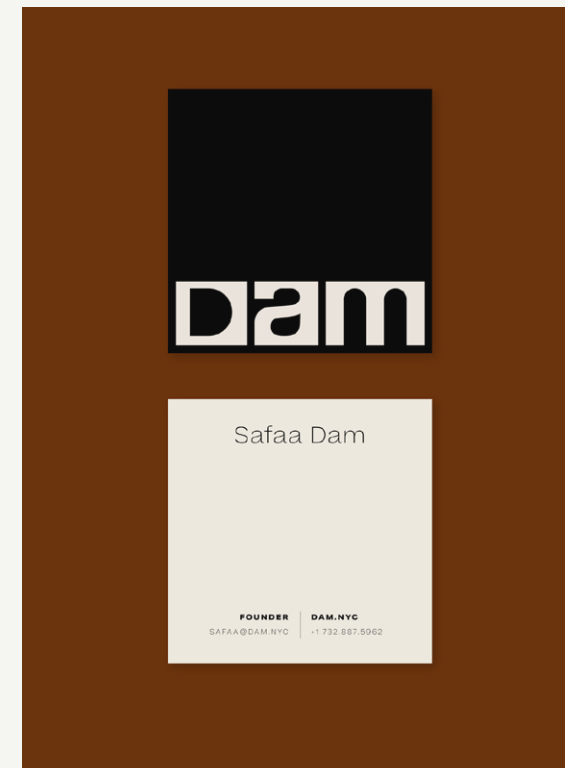
Founded by a female POC, DAM is a talent management and creative agency whose goal is to give a voice and platform to diverse individuals and brands across fashion, beauty, and lifestyle.

CLIENT SAFAA DAM
dam.nyc



LEFT
branding

RIGHT
client media deck,
business card,
social media design/strategy



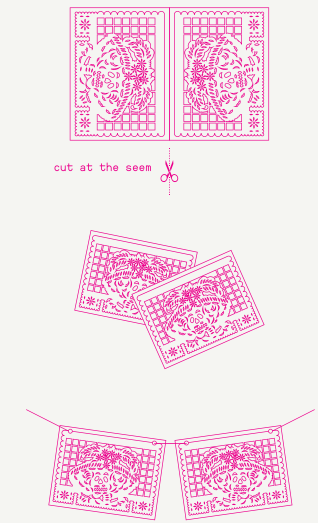


HOW TO MAKE AN

OFRENDA

An ofrenda or “offering” is an altar comprised of photographs and objects placed on a display during the annual Mexican holiday, Día de Muertos. The altars show love and respect for the deceased and welcome the return of their spirits to the land of the living once a year. This interactive book outlines the meaning behind each component of an altar and is a step-by-step guide on how to build your own. This piece was designed for Fireball Printing as part of an artist exhibition and Mohawk Paper showcase.

experimental publication design,
copywriting, and production





HipCityVeg is a plant-based fast casual from the hospitality group, Marquis & Co. Their mission is to make a plant-based diet accessible and enjoyable to all. The restaurant takes inspiration from retro diners and playful fast food chains, while adding a clean and sophisticated feel.

AGENCY *Cohere*
 CLIENT *Marquis & Co.*
 ARCHITECT *Stokes*



LEFT
promotional signage, merch, menu signage, store design/styling consulting interior signage, packaging design promotional signage/ad

BELOW
shipping container design, signage design/production



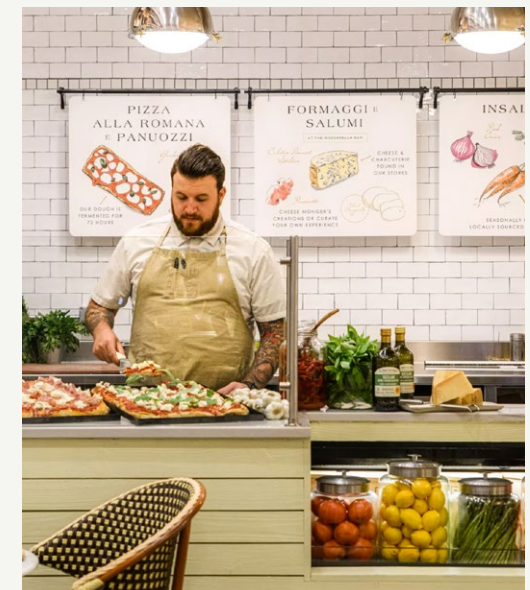
AGENCY *Cohere*
 CLIENT *Di Bruno Bros.*
 INTERIOR *Adam Verboys*
 SIGNAGE *Interior Tech Sign Co., Bluedge*

Di Bruno Bros. is a landmark cheese shop and gourmet specialty market situated at the heart of the Italian Market in Philadelphia. For over 80 years, this family-owned and operated store has been an integral part of the neighborhood's fabric. Most recently, the Di Bruno Bros. family decided to expand and open their first-ever restaurant, Alimentari. Located above their Rittenhouse location, Alimentari's menu is crafted from the finest ingredients available in their store, offering a truly delicious culinary experience.



ABOVE
exterior signage design/production

BELOW
branding, signage design menu design, uniform design, interior consulting



DK Sushi is a fast casual concept by Schulson Collective. It is the sister restaurant to their popular izakaya, Double Knot. While Double Knot pulls inspiration from vintage nautical fishing boats, this concept feels light and fresh just like its food. The goal for the brand was to keep it recognizable, casual, and fun.



AGENCY *Cohere*
 CLIENT *Schulson Collective*
 ARCHITECT *Boxwood Architects*



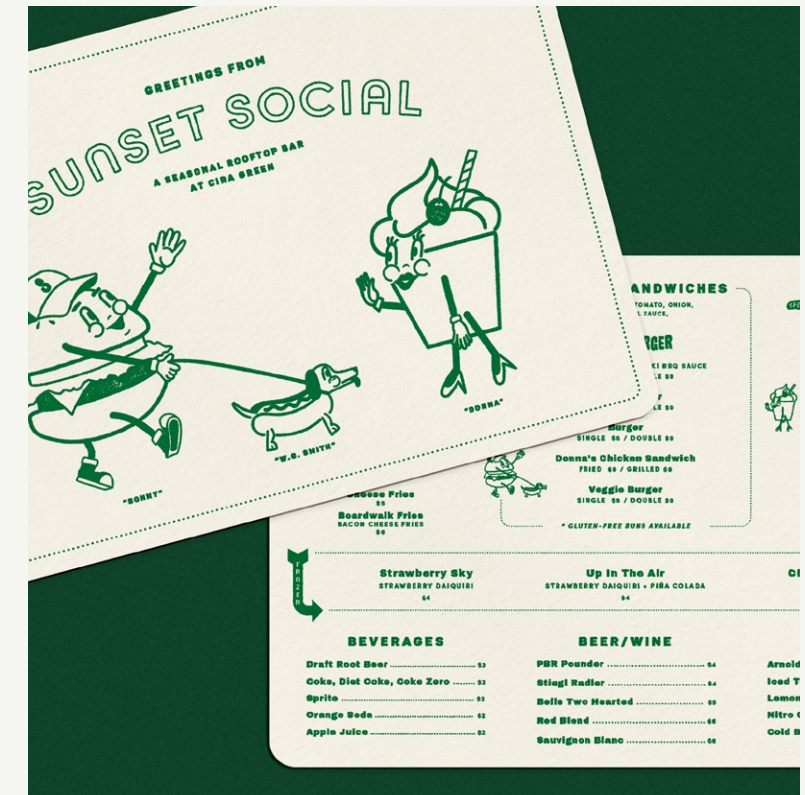
ABOVE
 business card design, takeout box/packaging design, signage design



Sunset Social is a rooftop snack bar located in Philadelphia. The brand draws inspiration from the classic burger stands prevalent in the '50s and '60s. Sunset Social's mascots take cues from the iconic drive-in movie ads that were popular during that era. The stand has a nostalgic charm, offering visitors a truly delicious and delightful experience.

AGENCY *Cohere*
 CLIENT *Brandywine Realty Trust*

ABOVE
 branding, signage design/production,
 illustration, menu design



The projects presented here are culmination of professional and freelance work. I always strive to find the perfect balance between my personal aesthetic and meeting my clients' needs/expectations. If you require further context or credits, please feel free to reach out. I'm more than happy to provide additional information. Please note that the projects shown here are in no particular order.



COHERE

branding, business card design



THIRTY SEVEN

branding



WRAP SHACK - Cohere

branding, signage design



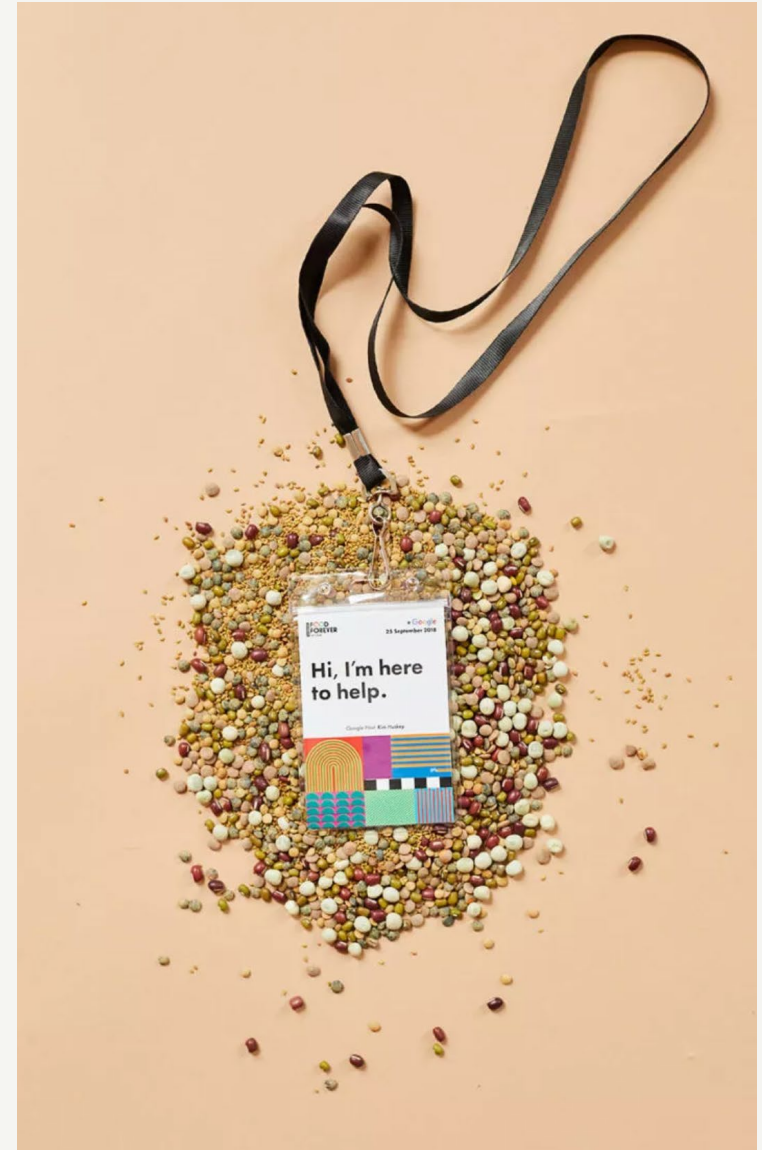
ATLANTIC WINE PROJECT

label design



EAMES BOOK

experimental publication design



FOOD FOREVER - Cohere

branding, event graphic design



LA PETITE LOU LOU - Cohere

branding, signage design



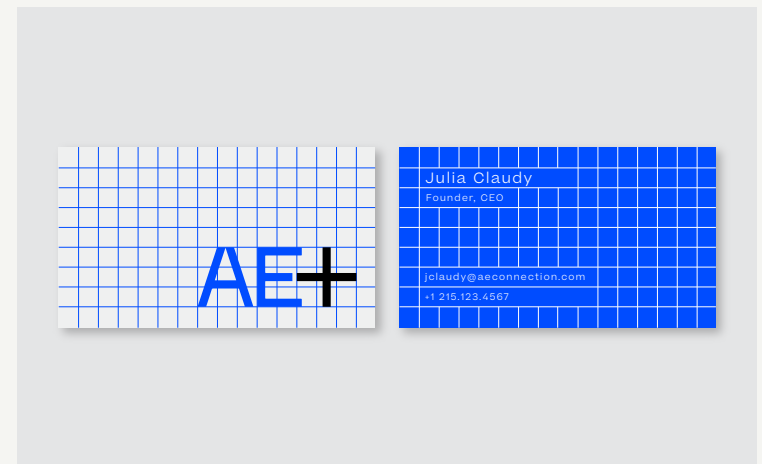
HOOK'D FITNESS

branding, promotional design



C & K

invitation suite



AECONNECTION

branding, graphic design



CONE10

branding, graphic design



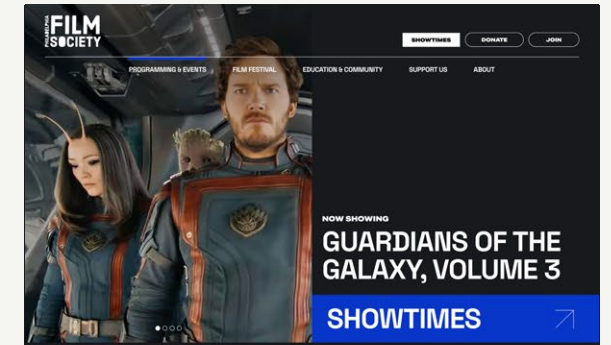
NOORISH BEAUTY

packaging concepts



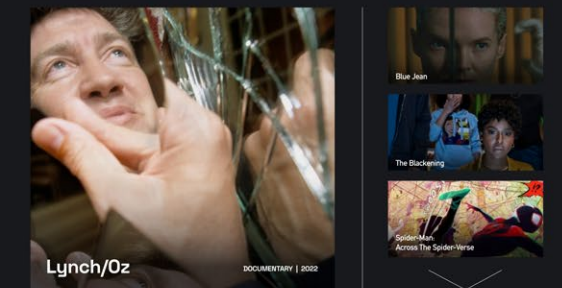
MIDDLE CHILD CLUBHOUSE

menu design

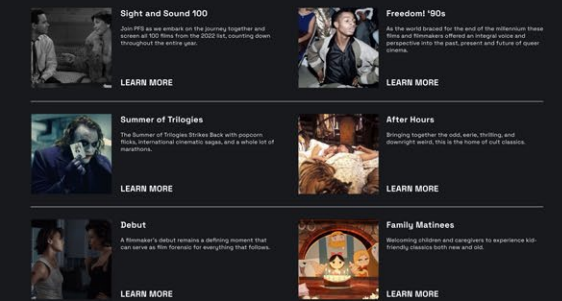


Philadelphia Film Society creates opportunities for diverse communities to experience film through initiatives that inspire, educate, challenge and entertain.

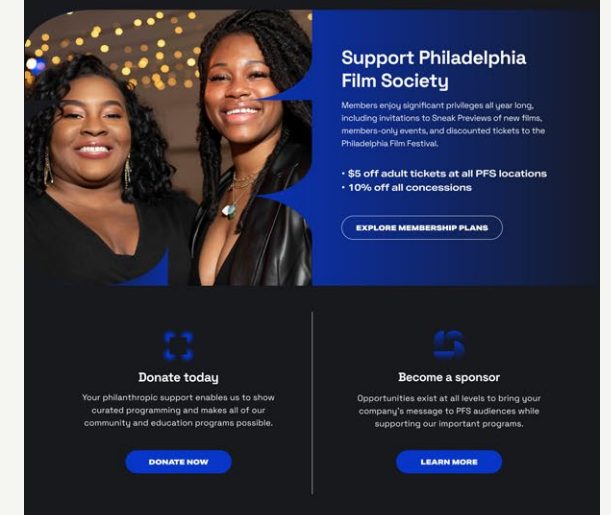
NEW RELEASES [VIEW ALL SHOWTIMES](#)



FILM SERIES



[SEE MORE](#)



Support Philadelphia Film Society

Members enjoy significant privileges all year long, including invitations to Break Reviews of new films, members-only events, and discounted tickets to the Philadelphia Film Festival.

• \$5 off adult tickets at all PFS locations
• 10% off all concessions

[EXPLORE MEMBERSHIP PLANS](#)

Donate today

Your philanthropic support enables us to show curated programming and makes all of our community and education programs possible.

[DONATE NOW](#)

Become a sponsor

Opportunities exist at all levels to bring your company's message to PFS audiences while supporting our important programs.

[LEARN MORE](#)



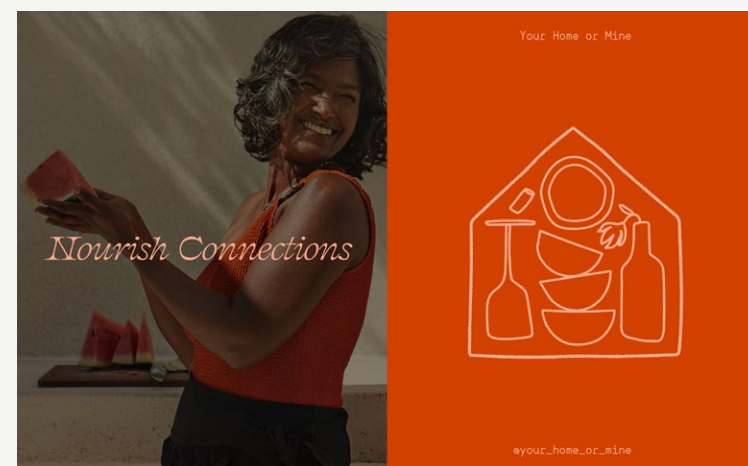
@CDILLYDALLY

event graphic, animation



R & B

invitation suite



YOUR HOME OR MINE

branding



EAGLES ZINE

experimental publication



YOMI BITES

packaging redesign

PHILADELPHIA FILM SOCIETY (WIP)

web design

THANK YOU



CONTACT

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