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Skills

- Industrial design and UX design
- Curriculum and content development
- Digital marketing and brand strategy
- Graphic design and visual communication
- Assessment
- Interdisciplinary collaboration

Education

02/2014

UX Design Certification:

User Experience Design

UCLA

Los Angeles, CA

05/1996

M.I.D.:

Industrial Design

N.C. State University

Raleigh, NC

01/1994

Graduate Studies:

Textile/Apparel Manufacturing

N.C. State University

Raleigh, NC

05/1988

B.F.A.:

Advertising Design

Syracuse University

Syracuse, NY

Languages

Ukrainian:

Native/ Bilingual

Tania Sosiak

Profile

Associate Professor of Graphic Design and Industrial Design with expertise in curriculum development and digital marketing strategies. Demonstrated success in boosting student engagement and promoting interdisciplinary collaboration. Skilled in AI, AR, and UX design, with a focus on innovative educational experiences and program launches.

Employment

Newberry College - Associate Professor of Graphic Design

Newberry, South Carolina

08/2003 - Current

- Developed comprehensive curriculum for new digital marketing and graphic design programs.
- Partnered with Smithsonian Institute National Postal Museum for design charrette for new postage stamp competition.
- Conducted media interviews regarding new social media and digital marketing major for outlets like Huffington Post, USA TODAY, and NPR.
- Taught diverse courses including graphic and web design, branding, social media, mobile marketing, and UX design.
- Integrated AI, AR, and prototypes into curriculum for product simulation and content development.
- Established successful study abroad program during MayTerm semester.

Freelance - Content Creator, Graphic and Industrial Designer

Columbia, South Carolina

01/2003 - Current

- Enhanced audience engagement and participation through strategic content creation.
- Developed marketing and PR campaigns for successful product launches.
- Designed new packaging for established SC winery to improve brand visibility.
- Created collateral pieces including flyers, catalogs, and web content for promotional efforts.
- Consulted on graphic and product designs, collaborating with injection molding manufacturers before market entry.

UNIVERSITY OF DALLAS - Creative Director

Irving, Texas

10/1998 - 12/2002

- Directed creative strategy for university collateral, alumni magazine, annual report, website, and \$35 million capital campaign materials.
- Established graphic standards and protocols to ensure brand consistency.
- Managed departmental budgets to maintain fiscal responsibility.

- Recruited and assessed staff to build a high-performing team.
- Developed and implemented internship program to foster talent acquisition.
- Oversaw all university print production processes.

BLANFORD AIKENS ADVERTISING AGENCY - Contract Creative Director

Dallas, Texas

02/1998 - 10/1998

- Executed comprehensive advertising campaigns to enhance brand visibility.
- Repositioned companies in marketplace via print, billboard, website, and direct mail strategies.
- Launched new products through targeted press releases and marketing initiatives.
- Restructured departmental workflows to boost productivity and optimize scheduling.
- Developed branding and identity by leveraging demographic insights.
- Coordinated visual collateral, event planning, and photography for effective marketing.

Freeman - Exhibit Designer

Dallas, Texas

07/1996 - 02/1998

- Designed exhibit layouts to boost visitor engagement and strengthen brand presence.
- Collaborated with clients to ascertain design requirements and preferences.
- Developed 3D models of exhibition elements using CAD software.
- Created 3D models for client presentations to secure approvals.
- Drafted precise plans and drawings for production.

[TC]² National Apparel Research Center - Research Scholar

Cary, NC

05/1993 - 01/1994

- Secured one of two exclusive appointments from university search.
- Worked in joint project with National Labs on fabric defect detection system.
- Facilitated seminars on manufacturing plant design and site planning.
- Conducted time studies to determine employee pay rates.

Software

Adobe Creative Cloud	WordPress
Figma	Fusion 360
Alias.	FormZ

Awards

- The Newberry College Boyd Professorship is an award for teaching excellence.
- C.A.S.E. - winner best two-color magazine
- C.A.S.E. - gold medal winner magazine category (most improved magazine)