SONIA *CORREDOR*

SENIOR PERFORMANCE DESIGNER & ART DIRECTOR

Senior Digital Designer & Art Director with 12+ years creating paid social campaigns, e-commerce experiences, and scalable creative systems for global brands including Manchester City, Aston Martin, McLaren, Puma and Formula 1. I combine creative strategy, AI workflows, and data-informed design to build campaigns that convert, not just look good.

BRANDS I'VE WORKED WITH

Manchester City | Aston Martin | McLaren | Formula 1 | BMW | Puma | Calvin Klein Premier League | Gisou | Confect

WORK EXPERIENCE.

Stichd | Senior Visual Designer
2025 - Present

Led creative direction for premium e-commerce campaigns across Manchester City, Aston Martin and BMW. Designed landing pages, paid social campaigns, email marketing assets, and digital experiences focused on engagement and conversion.

Confect.io | Creative Content Specialist
2025 - 2026

Partnered with marketers and product teams to create scalable creative systems, campaign assets, and performance-focused content. Worked with automated creative workflows, platform requirements, AI tools, and data-informed iteration to improve campaign efficiency.

MESS | Creative Director
2020 - 2026

Led creative direction for Amazon product launches, overseeing a team of designers while developing conversion-focused listing assets, A+ content, and e-commerce marketing campaigns.

Canva | Senior Designer [2024-2025]
Built out global design systems and scalable assets used by millions of creators worldwide.

Sail Away Media | Senior Marketing Designer [2016-2025]
Directed visual storytelling across social and email to keep brand messaging tight and engaging.

Journey | Midweight Designer
2024 - 2025

Designed integrated campaign assets across digital, events, presentations, and print, ensuring consistent storytelling across every customer touchpoint.

SBC | Senior Marketing Designer
2022 - 2024

Created performance marketing assets, paid social campaigns, landing pages, email marketing, and branded content while partnering closely with marketing teams.

XP Fantasy | Senior Product Designer
2021 - 2022

Directing the intersection of brand and product through UX/UI and marketing strategy. Building cohesive user journeys that turn complex features into intuitive digital experiences.

Benitago | Design Ops [2022-2024]
Managed the moving parts of the creative team, streamlining how we delivered assets for premium e-commerce brands.

Happeo | Visual & UI Designer [2022-2023]
Collaborated on social campaigns and UI layouts, bridging the gap between design and content strategy.

CORE SKILLS.

Paid Social | Landing Pages | Email Marketing | Creative Strategy | AI Workflows | E-commerce

Creative Direction & Strategy
Art Direction, Brand Identity Systems, Design Operations, and Cross-functional Collaboration.

E-commerce Strategy, High-Conversion Design, UGC, and Social Media Brand Development.

Technical Design Stack
Expert in Figma, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects).

Generative AI
Midjourney, Nano Banana Flora, and Adobe Firefly for high-fidelity concepting and asset scaling. Freepik AI and Runway for rapid prototyping and creative automation.

Performance Marketing Experience
Paid Social (Meta, Instagram, LinkedIn)
Landing Pages & CRO
Creative Testing & A/B Variations
Creative Automation (Confect, AI Workflows)

EDUCATION & VOLUNTEERING.

BA (Hons) in Graphic Design
University of Hertfordshire

Advertising Design
CDD Center of Digital Design

Graphic Design Volunteer
Bye Bye Plastic Foundation (Environmental Advocacy via Visuals).

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