

SONI ALDACO

EXECUTIVE SUMMARY

Multidisciplinary Creative Director and Digital Strategist with 15+ years leading high-impact branding, digital experience design, and cross-functional creative teams. Known for blending strategic thinking with hands-on execution across luxury, beauty, and lifestyle sectors. Equally at ease driving innovation for global corporations as with championing digital transformation for nonprofits and startups.

EXPERIENCE

DESIGN LEAD, DZIN AGENCY; GLOBAL CLIENTS – 2020-PRESENT

- Led brand strategy, UX design, and creative direction for clients across fashion, lifestyle, wellness, and nonprofit sectors.
- Consulted on product launches, rebrands, and multi-platform digital campaigns and app development.
- Delivered end-to-end creative solutions—from visual identity and storytelling to digital infrastructure and marketing campaigns, including editorial-level asset production.

DESIGN MANAGER, BRANDABLE; LOS ANGELES, CA – 2018-2019

- Directed graphic identity in packaging, photography, printed materials, online presence and retail environment.

MULTIMEDIA MANAGER, HENKEL; NEW YORK, NY – 2013-2017

- Supervised the technical assessment of new initiatives for scope, budget, calendar, vendors and feedback.

CREATIVE MANAGER, ALTERNA; LOS ANGELES, CA – 2008-2012

- Evolved brand experience for a haircare company using strategic technical deployment and interactive design.

GRAPHIC DESIGNER, CLARINS PARIS; NEW YORK, NY – 2004-2007

- Executed seasonal campaigns for national sales meetings, key retail accounts and top fashion magazines.

EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES – WEB & INTERACTIVE DESIGN CERTIFICATE, 2014

NEW YORK UNIVERSITY – MASTER OF SCIENCE, DIGITAL IMAGING & DESIGN, 2004

NEW YORK UNIVERSITY – MULTIMEDIA TECHNOLOGY CERTIFICATE, 2002

KEY SKILLS

Creative Direction	Team Leadership & Mentor	Design Thinking & Innovation
Omnichannel Workflow	Experience Design	Stakeholder Engagement
Cross-Platform Campaigns	Agile Project Management	New Media Strategy

COMMUNITY ACTIVITIES

Nonprofit Board Member, Crossing the Digital Divide • Company Representative, WWD Digital Forum

LA City Volunteer of the Year Recipient, 2010 • AIGA Member & Design Community Contributor
