

—ASTRID DA SILVA—

Creative problem solving,
strategy, and design.

astrid@little-things.org

little-things.org

EXPERIENCE

Little Things Org, Creative Director and Founder

Jan 2019 - Present

Collaborated on the strategic creation and implementation of branding, design, and motion projects for Faithful America, Foundation for a Just Society, Knight First Amendment Institute, Legal Defense Fund, MoveOn.org, NYCLU, Pinterest, Point Source Youth, PowerSwitch Action, YouTube, and others.

American Civil Liberties Union, Creative Strategist, NY

July 2016 - Dec 2018

Created social content, growing follower count from 1 million to 3.6 million+; increased engagement by 1000% across Facebook, Twitter, and Instagram. Shaped and implemented institutional rebrand across social, print, and web for the national office and 54 state affiliate offices. Created promotional materials, merchandise, and digital and print ads, with placement in Times Square, The New York Times, The Nation, Mother Jones and others. Created and implemented narrative framework to guide strategic and holistic delivery of digital assets across channels.

NYU Student Health Center, Graphic Designer, NY

Aug 2014 - June 2016

Ran social initiatives and print campaigns, designing posters, flyers, postcards, web materials, and social assets for annual events serving 50,000 students.

NBCUniversal Media, Bravo Creative Marketing Intern, NY

Jan 2016 - May 2016

Created print and web assets for current and future programming. Responsible for brand cohesion across consumer touch points. Worked alongside consumer and trade representatives on long and short term projects.

Designed by Carlos (DBC), Graphic Design Intern, NY

June 2015 - Aug 2015

Worked alongside CEO on client projects. Tasks ranged from full design mockups, to copywriting, to client research and management.

EDUCATION

New York University, New York, NY

Bachelor of Arts, Concentration: Journalism and Graphic Design, Studio Art Minor

RECOGNITION

2018 Responsible Designers to Watch, Graphic Design USA

Creative Strategist, ACLU, NY, 2018

Honoree in Best Overall Social Presence, Webby Awards

Creative Strategist, ACLU, NY, 2018

"Eminent Domain" Exhibition of Intersectional Feminist Art, ART511 Magazine

Artist, Robert Miller Gallery, NY, 2018

Twitter Presence Winner, 2nd Annual Shorty Social Good Awards

Graphic Designer, ACLU, NY, 2017

"This is My Home (Too)" Exhibition, BRN GRL SPK (Brown Girl Speak)

Artist, Gallery at Casa Mezcal, NY, 2017

"Typography: A designed or art headline" Gold Circle Award,

Columbia Scholastic Press Association
Print Editor-in-Chief & Designer,
The Purple Tide, VA, 2012

SKILLS

Proficient in Adobe Illustrator, Photoshop, InDesign, After Effects, Google Suite, Microsoft Word, PowerPoint, Keynote, Excel, Wix, Milanote, Asana, and Canva. Familiar with Adobe Premiere, Sketch, Figma, Wordpress, and CartoDB.

Bilingual — fluent in English and Spanish