Patricia Sommaro

Graphic Designer — Branding & Marketing
Columbus, OH

Welcome to My Creative World

My path into design started in college, when I realized how powerful visuals can be in shaping perception and building trust. What began as curiosity quickly turned into a craft: translating ideas into clear, confident design systems. Today, I focus on more than making things look nice. I help brands communicate with consistency—through branding, logo systems, marketing graphics, and print and web visuals that connect with real people.

Experience

Graphic Designer (Branding & Marketing)
Patricia Sommaro Studio — Columbus, OH
2022 – Present
Brand identity systems, logo development, campaign graphics, print collateral, and digital visuals for small businesses and growing brands.

Marketing Graphics Designer
Creative & Local Clients
2020 – 2022
Social media assets, flyers, ads, presentation layouts, and event materials designed for fast turnaround and consistent brand presence.

Print & Production Design (Freelance)
Independent
2018 – 2020
Print-ready files, vendor coordination basics, and layout design—posters, brochures, menus, and signage with proper specs and exports.

Design Philosophy

Great design isn't just aesthetics—it's clarity, consistency, and intention. I believe visuals should do a job: make a brand easier to recognize, easier to trust, and easier to choose.

• Crafting Purposeful Brand Experiences
I build systems—not just single assets—so your brand stays cohesive as you grow.

• User-Centric Approach
I prioritize readability, hierarchy, and accessibility so your audience understands your message quickly.

• Innovation and Adaptability
I stay current with formats, platform requirements, and production standards—so files work everywhere you need them.

• Collaboration and Communication
Clear steps, transparent timelines, and feedback-friendly iterations throughout the process.

Tools I Use

Adobe Illustrator • Photoshop • InDesign • Figma • Acrobat • Print production workflows

Have a Project in Mind?
Let's turn your ideas into a cohesive visual identity.
Call: +1 614-746-7456 • 730 Mistletoe St, Columbus, OH 43230