

Sommer Ullrich

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SOMMERULLRICH.WORK

EDUCATION

Visual Communication Design, University of Washington

2018-2023

Earned a Bachelor of Arts in Visual Communication Design from the University of Washington, where I developed a strong foundation in graphic design, typography, interaction design, and visual storytelling. My coursework emphasized both conceptual thinking and practical execution, preparing me to create compelling, user-focused experiences across digital and print media.

EXPERIENCE

Designer, Expedia

May 2025-present

As a Visual Designer at E Studio within Expedia Group, I create engaging digital experiences across marketing, brand, and product touchpoints. I collaborate closely with cross-functional partners to concept and deliver high-impact visuals, support global campaign initiatives, and maintain brand consistency across platforms. My work blends thoughtful problem-solving with strong visual storytelling to elevate the Expedia Group brand.

Design Intern, Northbound Brand Agency

March-September 2024

As a Designer at Northbound Agency, I helped maintain consistency across all marketing materials and developed a suite of reusable templates in PowerPoint and Adobe to streamline the agency's workflow. I supported major client projects in a junior designer role, producing both digital and print assets under the direction of the Creative Director. I also independently led a workshop introducing the team to Figma and built an organized, collaborative file structure that the agency continues to use.

SKILLS

- Brand identity development
- Visual design for digital + print
- Campaign conceptualing
- Art direction support
- Template creation (PowerPoint, Adobe CC)
- Layout design & typography
- Creative problem-solving
- Presentation design
- Motion Design (AfterEffects)
- Website Design (Figma, Webflow, Readymag)
- Ad Banner Production