

SARAH KUBIK

GRAPHIC DESIGNER

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WORK EXPERIENCE

Graphic Designer, Purdue University Northwest // March 2024 – Present

- Develop various marketing concepts to communicate university brand and messaging effectively
- Design materials for university-wide departments including ads, social media graphics, fliers, brochures, booklets, etc.

Graphic Designer, Freelance // April 2022 – Present

- Developed numerous logos to meet the unique needs of a wide array of clients
- Built an e-commerce site and packaging for a beach towel company

Graphic/Production Designer, Lifetime Creations // October 2019 – April 2022

- Recognized by supervisor for efficiency and attention to detail when processing daily customer orders via ecommerce site and Amazon and Etsy storefronts
- Worked directly with programmer to create more streamlined script for templates in Illustrator thus increasing speed at which individual orders could be processed and lowering overall error rates
- Created top-selling products for laser engraving and embroidery production based on researching areas with growth opportunities
- Updated brand guidelines annually

Graphic Designer, Prairie State College // January 2015 – October 2019

- Responsible for updating semester catalog that prints and ships to over 90,000 households in area
- Established flier template system for college-wide use
- Worked with marketing department to strategically utilize all areas of recruitment including social media, website, print and digital ads, and direct mail

EDUCATION

Purdue University Northwest

BA - Visual Communications and Graphic Arts

Nominated for Outstanding Student in Visual Communications Award

Google Digital Marketing & E-commerce Certificate

SKILLS

Software:

Adobe CS: Illustrator, InDesign, Photoshop, After Effects, Premiere Pro

Other: Procreate, Canva, Sketch, Figma, MS Office, Google Workspace

Design:

branding, print and publication design, color theory, typography, illustration, logo design, pre-press production, print and digital ads, composition and layout design, photography and photo editing, lead magnet design, infographics, presentations, email and web design, social media, motion graphics, creative strategy and development, packaging design, project management