

Hello! I'm

**SARA
BARR**

G R A P H I C
D E S I G N E R

LET'S GET IN TOUCH!

SARA.C.BARR@GMAIL.COM

☎ 647 326 6063

🖱 SCBARR.COM/DESIGN

EDUCATION

**OCAD University,
Class of 2017**

Bachelor of Design, Illustration
Minor, Communication Design

SKILLS & SOFTWARE



Adobe Creative Suite



After Effects &
Premiere



HTML & CSS



Typography



Layout; Print & Web



Brand Development



Vector Illustration



Printer Processes



Microsoft Suite



Mac & PC

I am a Toronto graphic designer and illustrator looking to expand my knowledge and skills in marketing and corporate design.

With a multidisciplinary background, I enjoy working on bold, eye-catching designs. I pride myself on the flexibility of being able to create independently, or with preexisting work.

When not working on a project, I am probably drawing as I wait for cute dogs to pass by my apartment window.

EXPERIENCE

Graphic Designer | BEworks

April 2019 to Present

- Creates assets and layouts for a diverse range of print and digital materials, including infographics, whitepapers, and reports
- Takes complex material to create modern and clean visuals for presentations in PowerPoint
- Creates marketing materials and layout/production files for internal and external use using strong layout skills
- Works closely with the marketing team to create digital marketing materials such as emails, landing pages, and social media graphics that promote company mandate
- Uses HubSpot CRM software to create email assets, web pages, social posts, workflows, and automations to further the brand's outbound reach
- Applies and educates team members on company's brand standards to create a consistent and professional look to all company materials
- Creates, manages, and publishes assets for social media accounts, leading to a growth in interactions and outbound client reach
- Balances client work with brand value and growth activities

Jr. Graphic Designer | Mr. Printer

July 2018 to March 2019

- Completed multidisciplinary design work within tight deadlines while maintaining work-flow amongst creative and production teams
- Maintained client relations with effective communication of project status, using problem-solving skills and by working collaboratively
- Used a thorough and detail-oriented design process, from research to execution, with client consideration and input
- Used design software to prepare layouts and artwork in various file formats; including digital, print, and press
- Quoted and negotiated potential printing and design projects for clients via preset company guidelines