Sarah Kubik
GRAPHIC DESIGNER

ABOUT

A highly skilled and experienced graphic designer with a decade of professional expertise in creating captivating visual content. Proficient in a wide range of design software and tools, consistently delivering eye-catching branding materials, web graphics, and print collateral for diverse clients.

EDUCATION

BA - Visual Communications and Graphic Arts, *Purdue University Northwest*

Nominated for Oustanding Student in Visual Communications Award

Digital Marketing & E-commerce Certificate, *Google*

SKILLS

Expert level knowledge of Adobe Illustrator, Adobe InDesign, and Adobe Photoshop

Some experience using additional tools such as Figma, Sketch, Adobe Premier Pro, Adobe After Effects, Procreate, and Powerpoint

Expert knowledge in various aspects of design including logo design, pre-press production, publication design, advertising (digital and print), color theory, typography, visual hierarchy, compostion and layout, creating company brand identity, photo editing and retouching

Advanced skills in creating marketing graphics for email blasts, websites, various social media platforms in Illustrator as well as Canva

Time management and ability to work with fixed deadlines and budgets

Expert at multi-tasking in fast-paced environment

Knowledge of photography and web design skills including some coding

CONTACT

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portfolio: sarahkubik.com

WORK HISTORY

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

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 based off researching areas with growth opportunities

Created and implemented all marketing graphics for social media and emails using Illustrator and Canva

Updated brand guidelines yearly

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 flyer 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

Digital Print Production
Bowman Displays | June 2014 - January 2015