

design

SARAH SNOW

CONTACT

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- Los Angeles, CA

SKILLS

ADOBE CREATIVE SUITE

Illustrator
InDesign
Photoshop
Premiere
After Effects
XD

OTHER SOFTWARE SKILLS

Figma
Sketch
Miro
Unbounce
Microsoft Office Suite
Google Workspace

AWARDS & HONORS

HIGHEST RANKING BACCALAUREATE RECIPIENT

Monmouth University | May 2019

MOST OUTSTANDING IN BFA GRAPHIC DESIGN

Monmouth University | April 2019

TOP STUDENT AWARD

University of East London | Summer of 2017

DEAN'S LIST

Ocean County College | 2015-2016
Monmouth University | 2017-2019

REFERENCES AVAILABLE UPON REQUEST.

WORK EXPERIENCE

HP INC. | INSTANT INK | SAN DIEGO, CA

Visual Designer | November 2021-Present

- Led the creation of the Instant Ink design system along with helping lead in its rebrand efforts from a visual design and production perspective
- Led the file organization and responsive layout design initiative
- Collaborate within the Instant Ink team and cross-functionally to build out design interfaces across web and mobile applications
- Design icons, illustrations, and internal presentations

GLO | SANTA MONICA, CA

Visual Designer | May 2020 - December 2021

- Lead designer on Glo's visual brand evolution
- Lead researcher and designer on homepage optimizations
- Created visually engaging, and innovative design solutions across mobile, web, and digital marketing
- Lead creative on lifestyle marketing and digital advertising

Junior Designer | August 2019 - May 2020

- Designed marketing collateral and digital assets for all social channels
- Assisted in projects across departments, including mobile and web design

FREELANCE DESIGN CONSULTING

Freelance Graphic Design Consultant | 2015-Present

- Designed for a wide range of clients on projects such as personal logos, invitation/stationary sets, pamphlets, flyers, and infographs

EDUCATION

BFA IN DESIGN AND ANIMATION WITH A CONCENTRATION IN GRAPHIC AND INTERACTIVE DESIGN

Monmouth University | West Long Branch, NJ
2017-2019 | GPA: 3.97 | Summa Cum Laude

ASSOCIATE IN ARTS

Ocean County College | Toms River, NJ | 2015-2016
2015-2016 | GPA: 3.96 | Summa Cum Laude

CERTIFICATES

HUMAN-CENTERED SERVICE DESIGN

IDEO U | October 2020

FASHION CULTURE CERTIFICATION

University of East London | London, UK | Summer of 2017