

## SUMMARY

- Skilled at Adobe CS5 products, Quark Xpress, MS Office suite, Dreamweaver, & Internet-based applications.
- Supportive team player with ability to work independently; receptive to new ideas.
- Develops strong rapport with clients and transforms abstract ideas into design concepts.
- Customizes information, graphics and design elements into clean, well organized products.
- Excels at organizational skills and meeting deadlines.
- Portfolio: [www.sarahsorensen.ca](http://www.sarahsorensen.ca).

## EXPERIENCE

### Graphics/Coordination Skills

- Design experience includes web/mobile user interfaces, icon development, advertisements, logo development, business cards, stationary, brochures, posters, illustrations, as well as various forms of layouts such as magazines, newsletters, and calendars.
- Worked within strict corporate identities and their restrictions during employment with BC Ferries.
- Facilitated accurate production by communicating with printer regarding details.
- Executed print ready files that ranged from one color to full color spectrums.
- Ensured projects were packaged with correct color profile, images, fonts, appropriate margins and crop marks; reviewed color proofs and stock quality before signing off for final production.
- Generated designs for various forms of signs that included interior/exterior projections, fascia, way finding systems, directories, vehicle graphics and other smaller types of signs.
- Worked with materials such as vinyl on sign substrates, digitally printed vinyl, cedar sandblasted signs, 3-D lettering, LED illumination, banners and trade show booths.
- Experience includes physical sign production and on-site installation.

### Software/Web Development Skills

- Developed icons and graphics for smartphone apps on multiple platforms.
- Created web-ready graphics and developed websites using HTML and CSS.
- Projects included interfaces for CMS sites and promotional sites for various clients.
- Extensive software skills in Adobe Creative Suite, Drupal, Flash, Dreamweaver, Quark Express, FTP systems, Windows Operating Systems, Macintosh OSX and cross-platform compatibility.

### Communication/Organizational Skills

- Initiated projects and negotiated contracts solely using e-mail and telephone.
- Fielded up to 100 inbound calls a day to determine what type of technical support service was needed for customer.
- Expanded a contract for simple banner into designing and developing full-sized trade show booth resulting in sales increase for client of 30%.
- Developed rapport with clients to understand their needs and preferences, functionality of project and to determine target audience.
- Catalogued over 5,000 high res images from DVD library into quick viewing contact sheets.
- Streamlined and reformatted cumbersome layout files that needed regular updating, increasing efficiency and accuracy.
- Reorganized over 2000 fonts and created font book for easy reference.
- Identified customer's needs through investigative questioning and active listening.
- Coordinated efficiency of production through creative solutions.
- Finding fresh approaches to every design problem, especially when working with corporate identity standards.

## CAREER HISTORY

2011-present

**Graphic Designer**, Wifarer Inc

- Designed and prepared indoor maps for Wifarer smartphone app.
- Developed icons and mobile friendly graphics for multiple platforms.
- Designed in-house marketing collateral and publication imagery.

2010-2011

**Graphic Designer**, Horse Journals Inc

- Designed and prepared client's advertisements for publication.
- Developed article layouts.
- Prepped finished publication for online e-magazine downloads.

2006-present

**Freelance Graphic Design**

- Worked with clients to assess needs and develop a project outline.
- Developed quotes and contracts for designer/client relationship.
- Full filled project elements in a timely and efficient manner.

2007-2009

**Graphic Designer**, Alley Kat Signs

- Promoted services and explored product options with customers.
- Prepared estimates, explained product information, provided proofs and maintained active communications with customers.
- Developed digital design layouts using Adobe Creative Suite and Omega/Gerber software for the vinyl plotter.
- Assisted with sign production by applying vinyl to various substrates, digital printing and plotting, painting sign components and preparing for installation.
- Performed sign installations, including vehicle graphics, three dimensional fascia signage on building fronts, window graphics and boat striping.

2007

**Graphic Designer and Production Manager**, Hot House Marketing

- Provided first point of contact for clients calling agency.
- Coordinated production of projects, ensuring they were on track and completed on time.
- Maintained timely contact with printing companies regarding receiving files, providing proofs and quality assurance of production.
- Performed graphic design services for print projects and website development using Adobe Creative Suite, Flash, Dreamweaver and HTML/CSS.

2006-2007

**In-house Graphic Designer**, BC Ferries

- Using Adobe Creative Suite, Quark Express, and MS Office software designed newspaper schedules, advertising, brochures, posters, menus, signage, web graphics, greeting cards, in-house newsletters, vouchers, business cards and promotional materials.
- Followed strict corporate identity guidelines in all aspects of design production.
- Reorganized and streamlined thousands of digital files for better efficiency.

## EDUCATION

2002

**Diploma in Information Technology & Applied Systems**, Digital Media and Technology Discipline, University of Vancouver Island, Nanaimo BC

2001

**Diploma in Graphic Design**, University of Vancouver Island, Nanaimo BC

1994

**Diploma in Visual Arts**, University of Vancouver Island, Nanaimo BC