

Sarah Mobarak
Graphic Artist, Illustrator
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EDUCATION

University at Buffalo, The State University of New York
Bachelor of Arts in Communication Design, Graduated: May 2013 Average GPA: 3.8 out of 4 Dean's List: Fall 2010, Fall 2012, Spring 2013

SKILLS

Languages: English, Japanese (basic-conversational)
Design Software: Adobe Creative Suite: Photoshop, InDesign, Illustrator, DreamWeaver, Fireworks
Audio/Visual: Microsoft PowerPoint, Adobe Flash
Web: HTML (basic-intermediate), CSS (basic), FTP, Social Media, Search Engine Optimization
Other: Microsoft Office, Adobe Acrobat, Sublime Text

RELEVANT LONG-TERM EXPERIENCE

University at Buffalo Campus Dining & Shops, SUNY Buffalo NY

Digital Media Designer // June 2015 – Present

- Designed front-end design layouts for various projects including websites, digital signage, mobile apps and banner ads.
- Worked with backend developers for functional designs.

Gelia Wells & Mohr, Williamsville NY

Art Director/Digital Developer // April 2014 – June 2015

- Designed, developed and updated front-end design layouts and code for various projects including websites, landing pages, microsites, banner ads, email blasts, Flash demos and social media graphics for distinguished international clients.
- Worked with backend developers for functional designs and art directors to meet brand guidelines, in an agency setting with fast-paced deadlines. Kept time management skills sharp by checking in with project managers every day.
- Created concept design layout of ads, website pages, email direct marketing – then developed interactive elements once layouts were approved.

LocalEdge, a Hearst Media Services Company, Buffalo NY

Digital Analyst // March 2014 – April 2014

- Executed SEO plans for customer sites and LocalEdge products in order to maximize site traffic and sales demand.

Web Project Coordinator // August 2013 – March 2014

- Fielded customer and sales rep requests, and assigned tasks to the website fulfillment team.
- Managed at least thirty websites daily – maintaining client communication and revising websites. Worked alongside employees from newspaper companies in Texas and New York: *Dallas Morning News*, *Houston Chronicle*, *Newsday Connect*, and *LocalEdge* in Abilene/Austin.

SARAMO DESIGN, Buffalo NY

Owner // June 2009 – Present

- Prepared posters, flyers, apparel, logos, and branding for organizations in the Buffalo area as well as around the world, including: University at Buffalo, IN Collision, Inc., the Buffalo State University's activist program, The Kilroy Group, LLC, Shiok.SG, iMoodFashion in Malaysia, The Kiss Company, Gotta Kiss Cancer Goodbye, Love Fest Buffalo, Contra Apparel Co., Local Heroes, Schiller & Knapp, LLC.

University at Buffalo Office of Special Events, SUNY Buffalo NY

Graphic Designer // October 2010 – August 2013

- Designed all flyers, banners, digital billboards, posters, and slideshows for the university's special events such as Distinguished Speakers Series, Commencement, and graphics for UB and local organizations' websites.
 - Helped the event planners with setup and preparation.
 - Worked in a fast-paced environment with strict deadlines, and acquired the organizational skills and precision that prepared me for future graphic jobs.
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OTHER WORK EXPERIENCE

SKM Group, Depew NY • Freelance Digital Developer // June 2015

University at Buffalo's New Student Programs Office, SUNY Buffalo NY • Summer Freshman Orientation Leader // June 2012 – August 2012

Theodore's Original Red Hots, Grand Island NY, Cheektowaga NY, Williamsville NY • Cashier/Dresser/Fryer // May 2011 – August 2013

Ted's Jumbo Red Hots, Inc., Amherst NY • Cashier/Dresser/Fryer // June 2005 – April 2011

ACTIVITIES/OTHER LEADERSHIP EXPERIENCE

Japanese Student Association (JSA), SUNY Buffalo NY

Secretary // April 2011 – April 2012, Member // 2009 – 2015

- Kept track of executive board meetings and events.
 - Provided a fun experience for other members by participating in events, performing in the Japanese cultural plays and other performances, and promoting Japanese culture with my own artistic creativity.
 - Prepared me for engaging with international people living in the United States and helped me create bonds with people from all over the world.
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HONORS AND AWARDS

2009 – Robert Freeland Award for the Arts, Daemon College Graphic Design Scholarship, Buffalo Sabres Alumni Scholarship, Tonawanda Police Scholarship

2011 – UB's International Fiesta JSA dance performer – 3rd place, International AZIATIX T-shirt Design Contest – 5th place winner, Cut & Paste Event Competitor

2013 – Most Website Activations in LocalEdge web department in October
