

GRAPHIC DESIGNER

SARAH CALLISON

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Experience

UTAH ANNOUNCEMENTS

Graphic Designer

11/2021 - Present

Design wedding invitation suites to customer specifications

Create image and video assets for social media and ad campaigns

Develop and test templates for online invitation builder

UTAH VALLEY UNIVERSITY

Marketing Designer

2/2020 - 6/2021

Designed new brand identity and website

Managed small marketing team to grow social media following by 244%



Skills

CAPABILITIES

Graphic design
User research
Experience design
Interface design
Wireframing
Prototyping
Motion graphics
Video editing
Basic audio editing
Branding & identity
Basic HTML & CSS

TOOLS

Adobe Creative Cloud
XD
Figma
InVision
Hype

Education

2019 - 2021

Web Design and Development, BS

Interaction Design emphasis | Utah Valley University | Summa cum laude

RECOMMENDATIONS

We have officially sent out our invitations and I am so happy with them!
They came out exactly how I wanted and I can't thank Sarah enough!!

– Cassidy Miller

BRIDE,
UTAH ANNOUNCEMENTS

Sarah was just tremendous. She came on as the sole member of our marketing team and took on a rebranding, a website redesign, and a social media revival all in the first few months of working for my department. She took our amateur efforts and turned them into one of the most active and engaged on campus.

Sarah's success spoke for itself, and I eventually asked her to own all of our marketing and design efforts, which she did brilliantly. Her work was always polished, always thoughtful, and always creative.

– Skyler Meeks

DIRECTOR, ACADEMIC TUTORING,
UTAH VALLEY UNIVERSITY

Sarah's work is brilliant, sophisticated, and elegant. She has a great design quality that you don't see everyday, even after working 30 years as a professional. I think her success comes from the ability to plan and determine the end before she starts.

– Eric Oliver

DIGITAL MEDIA PROFESSOR,
UTAH VALLEY UNIVERSITY