

# SARAH NELSON DESIGN

## PERSONAL STATEMENT

Good design is all about communicating an impactful, visual answer to a question. My goal is to create designs that help people build and grow their businesses and to gain more experience as a professional graphic designer.

## SKILLS

### Application Proficiency

- InDesign (3 years)
- Illustrator (3 years)
- Photoshop (3 years)
- Adobe Acrobat (3 years)
- Wordpress (1 year)

### Additional Skills

- Communication
- Client Relations
- Content Creation
- Time Management

## EDUCATION

### Academy of Art University | SF, CA

MA in Graphic Design  
Feb 2018-Dec 2020

I am mastering the Adobe Creative Cloud Suite of applications and the concepts of layout design including use of grids, scale, contrast, hierarchy and color theory.

### UC Davis | Davis, CA

BA in Psychology, Minor in English  
Sept 2010-June 2014

In April of 2013, I won a logo design contest for the Environmental Policy and Planning Department.

## RELEVANT EXPERIENCE

### Freelance Embroidery/ Digital Artist

*Dec 2016-Present*

PseudoSarahLetters | Etsy (Online)

I have designed t-shirts, business cards, prints, signs, embroidery hoops and more. I work directly with my client base and establish communication to ensure that we both get the most out of the relationship and all expectations are met.

### Marketing Manager/ Graphic Designer

*June 2019-Sept 2020*

Van Berg Insurance Services | Brentwood, CA

I ran all social media profiles (Facebook, LinkedIn, Instagram, and Twitter) and maintained a consistent posting schedule to build an audience. I created custom marketing materials for the Insurance Agents that we supported, and I edited and maintained the Van Berg Wordpress site.

### Marketing Intern/ Graphic Designer

*March 2018-June 2019*

Eldercare Services | Walnut Creek, CA

I created digital and print collateral, (including email and physical fliers, brochures, postcards, etc), that was targeted towards specific demographics, (clients, referral sources, employees, etc). I also created and posted content to promote our brand and our services on our social media.

### Content Creator/ Editor

*Feb 2018-June 2018*

Deluxe Editions | Online

I wrote copy for a range of companies on a variety of topics including vitamin supplements, cocktails, and dog toys. I left this job to focus on my schooling and Marketing job.