

GRAPHIC DESIGNER

# SARAH CALLISON

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## Experience

FEB 2020 - JUN 2021

### Marketing/Design Specialist

Utah Valley University

Designed new brand identity and website, and increased social media following by 244%.

OCT 2015 - NOV 2015

### Marketing Intern

The Pendulum Court Cafe

Created digital and print marketing materials.

MAY 2010 - NOV 2011

### Graphic Designer

Brigham Young University

Designed posters and flyers for over 50 clubs.



## Skills

### CAPABILITIES

User research  
Experience design  
Interface design  
Prototyping  
Motion graphics  
Basic audio editing  
Social media marketing  
Branding & identity  
Basic HTML & CSS

### TOOLS

Adobe Creative Cloud  
XD - prototyping  
InVision  
ZapWorks  
Pano2vr  
Hype

## Education

2019 - 2021

### Web Design and Development, BS

Interaction Design emphasis | Utah Valley University | Summa cum laude

# RECOMMENDATIONS

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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. These qualities will prove beneficial as she continues through her university experience and into a career.

– Eric Oliver

DIGITAL MEDIA PROFESSOR  
UTAH VALLEY UNIVERSITY

Sarah has been one of our stand out students in the Digital Media program. Her dedication on projects and inclusive personality makes her a favorite to work with. She checks all of the boxes and does the best quality work.

– Emily Hedrick

DIGITAL MEDIA PROFESSOR  
UTAH VALLEY UNIVERSITY

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 marketing 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