



## CONTACT

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## EDUCATION

**BA Design Studies  
(Graphic Design  
Specialization), Minor in  
Interaction Design**

### **SAN JOSE STATE UNIVERSITY**

- 2022 - 2026
- President's Scholar 2024
- Dean's Scholar 2023

## SKILLS

- Figma
- Adobe Creative Cloud  
(Illustrator, InDesign, After  
Effects, Photoshop,  
Animate)
- Canva
- Interface & web design
- Graphic design
- Brand design
- Motion graphics
- Java and HTML
- User research
- Receptive
- Collaborative

# SARAH DESAI

## VISUAL & INTERACTION DESIGNER

## SUMMARY

Design student with years of experience in visual and interaction design. Skilled in both collaborative and independent work, with a proven ability to manage multiple projects successfully. Passionate about combining creative visual designs with thorough research to deliver impactful solutions for users.

## WORK EXPERIENCE

### **Zoom**

**MAY 2024 - PRESENT**

#### **Brand Marketing Visual Design Intern**

- Collaborate with stakeholders across multiple teams as a lead designer to create visual brand assets including social posts, website graphics, advertisements, power-points, email graphics, virtual backgrounds, and logos to increase customer engagement, drive adoption of services, and enhance workplace culture.
- Earned multiple internship extensions from initial 10 week period.
- Conducted a competitor analysis & proposed new campaign idea, presenting a social media refresh to audience of 15+ stakeholders. Influenced adoption of new thumbnail strategy for company's Youtube to improve online presence and enhance design styles.

### **HerCampus SJSU**

**APRIL 2024 - PRESENT**

#### **Creative Director**

- Manage a team of 9 designers, delegating executive design requests to team, providing critiques & guidance on all designs.
- Grew Instagram account by 500+ followers, responsible for viral reel that reached over 2.5M views and 302K likes.
- Created a detailed brand guide for design team to follow, curating club identity and unifying branding.

### **HerCampus SJSU**

**AUG 2023 - APRIL 2024**

#### **Designer**

- Designed weekly social media posts & stories, company partnership posts (ex. Sol de Janeiro, Valentino Beauty, & Avantara Skin), and event fliers.
- Collaborated with team of 7 to brainstorm content for socials.

### **HabitHub**

**NOV 2020 - AUG 2021**

#### **UI/UX Designer**

- Analyzed feedback from 100+ users to improve future interface updates, created new wireframes (Lo-Fi and Hi-Fi) and app logo.
- Worked with engineers to integrate new interface design that helped get app in the Top 10 US Habit Apps, with a 4.7 rating on App Store and 7K+ reviews.