



## 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
- HTML and CSS
- User research
- Receptive
- Collaborative

# SARAH DESAI

## VISUAL & INTERACTION DESIGNER

## SUMMARY

Design student with experience in visual and interaction design. Through finding the perfect union between creative visuals and thorough research, she creates impactful experiences for users. Works both collaboratively and independently, with the ability to manage multiple projects without losing attention to detail.

## 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 - JUNE 2025**

#### 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**

#### Part-Time 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.