

Sarah Saroufim

designer and visual artist

Based in Beirut & NYC

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Professional experience

2018 now **Founder, Designer & Illustrator**
saroufim • Self-employed

As an independent studio I've worked with local and international clients including Beirut Art Center, Accel and Absolut.

I've contributed design, illustration and art directorial expertise on various projects from brand identity work to publication design and gallery exhibitions.

2017 **Designer, Illustrator & Animator**
Cardamon House • Internship

I created digital illustrations, infographics and motion graphics for Google and YouTube Arabia's various social channels.

2017 **Type Designer**
Arabic Type Design Beirut • Internship

I developed an arabic typeface from lettering to digitization during the ATD workshop in Beirut under the guidance of seasoned pros in the field.

Skills

Software: Figma, HTML, CSS, JavaScript, Adobe Creative Suite (Ai, Id, Ps, Ae), Unity, Procreate, and Glyphs.

Languages: English, Arabic & French.

Talents: Gaming, baking, filling awkward silences and describing things beautifully.

Awards

2024 **Aiga NY Speaker:** Chosen to present my daily drawing app Drop at Aiga's Fresh Grad event.

2022 **Mahmoud Kahil Awards:** Nominated in the Graphic Illustrations category, and contributed art for the annual book cover.

2021 **American Illustration 40:** Two winning artworks chosen to be a part of American Illustration's archive.

2019 **Absolut Vodka:** Global winner of the Absolut Creative Competition 2019 chosen among 7,500 entries. Winnings included a cash prize and an OOH poster display in Warschauer Brücke, Berlin for the month of march 2020 (great month).

2018 **Dean's award for Creative Achievement in Graphic Design, and Areen award for Excellence in Graphic Design:** For my trilogy of trilingual sex education books.

Education

Class of 2024, **Master of Professional Studies in Communication Design, Product Design (UI-UX)** from Parsons School of Design. With honors.

Class of 2018, **Bachelor of Fine Arts in Graphic Design** from the American University of Beirut. With honors.

Class of 2014, **French Baccalaureate** from Collège Notre-Dame de Jamhour.