

SARAH CAPUNGCOL

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EDUCATION

STARTUP INSTITUTE

SUMMER 2015
Web Design Student

UNIVERSITY OF PENNSYLVANIA

2009 - 2013
Bachelor of Science in
Engineering

MAJOR
Bioengineering
CUMULATIVE GPA
3.10/4.00



SKILLS

MASTERY

Balsamiq, InDesign,
Photoshop, Rapid
Prototyping, Wireframing

PROFICIENCY

Axure RP, HTML & CSS,
Illustrator, Invision,
Omnigraffle, Sass,
Usability Testing



INTERESTS

Installation Art
Sustainability
Vocal Performance

OBJECTIVE

UX/UI designer with a strong foundation in visual design, ideation and wireframing aiming to join an organization building products that their users love interacting with.

WORK & LEADERSHIP EXPERIENCE

FREELANCE

Sep 2012 - Present

Freelance Graphic Designer

- Present design work, ranging from print compositions; point-of-purchase and promotional materials; to logos and full branding systems, to small business owners and corporate executive staff.
- Responsibilities include conceptualizing and executing design; resolving proposals to client's satisfaction; wireframing UX/UI; and preparing and estimating rates.
- Support longstanding clients with continued assistance and easy accessibility for rush projects.

HEALTH 2.0 HEALTHCARE MARKET INTELLIGENCE

Jun 2014 - Jan 2015

Market Intelligence Intern

- Drafted company profiles and assorted copy for Health 2.0 blog posts and 2014 Annual Report.
- Built charts and graphics for Health 2.0's Fall 2014 Conference and Developer Challenges.
- Overhauled original e-mail newsletter to highlight company information taken from SourceDB, launching the option for a new subscription-based newsletter targeting healthcare industry leaders.

BLOOMERS ALL-FEMALE MUSICAL & SKETCH COMEDY TROUPE

May 2012 - May 2013

Business Manager

- Directed financial planning for organization expenses, show revenue, and touring for troupe of 40 members, budgeting spending and dropping overall costs by 20%.
- Implemented advertising campaigns through social media and print to announce campus-wide shows, ultimately increasing attendance by 30%.

ADVANCING WOMEN IN ENGINEERING (AWE)

Oct 2012 - May 2013

Graphic Designer

- Produced flyers and brochures for student and community outreach events targeting female undergraduate and graduate students at Penn's School of Engineering and Applied Sciences.
- Launched a semesterly alumni newsletter highlighting articles about the AWE program, interviews with notable alumnae, and interviews with current professors.

THETA TAU PROFESSIONAL ENGINEERING FRATERNITY

Jan 2011 - Dec 2011

Public Relations Chair

- Generated advertising campaigns and expanded marketing strategies to publicize various events such as student panels and blood drives.
- Screened and approved vendors to offset costs for screen-printing shirts and brochures for 100+ attendees of Theta Tau's Northeast Regional Conference.

ACADEMIC PROJECTS

ENGINEERING ENTREPRENEURSHIP

Spring 2013: 15 Weeks

Recapture Technologies | Heat Recapture Energy Module

In a team of five engineering students, developed a business plan and slide deck pushing for the use of modules that recaptured usable energy from the waste heat of servers within data centers. Tasked as Chief Marketing Officer, oversaw marketing operations and competitive landscape.