

SARA POPE

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Los Angeles, CA

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WORK

Designer

HansBiomed, July 2021 - Present

Created unique internal and external designs, resulting in an increase in brand awareness and loyalty. Designed slide decks, banners, email footers, flyer's, programs and booth displays and supplemental material for conventions. Designed efficient and streamlined order forms. Worked closely with the marketing department to deliver on brand designs.

WORK

Graphic Designer / Marketing Coordinator

Roma Leaf, Los Angeles, Feb 2021 - May 2021

Managed social media accounts and created relevant and innovative content. Organized influencer campaigns and coordinated partnerships. Routinely completed successful shipments of products and orders. Wrote copy for web pages keeping audience and company's mission in mind. Filmed and edited videos for multiple social media platforms.

COURSE PROJECTS

UX Designer / Product Designer

Santa Monica College, Aug 2019 - June 2021

Designed fully interactive prototype apps in both Adobe XD and Figma. Conducted user interviews and user test's to guide design decisions. Created an engaging way-finding system for Downtown Culver City Rapidly prototyped a smart street lamp system to guide users to their destination. Worked with IDEO and Beyond 12 to mobilize community college students to redesign their institutions to make them more accessible and inclusive. Conceptualized and designed an interactive knee brace using Fusion 360. Designed a fully functioning prototype app to pair with the knee brace. Rapidly prototyped the landscape of BoA to get useful insights to make the banking experience more pleasant and efficient.

WORK

Art Director

The Orion Newspaper, Aug 2016 - May 2017

Designed front page, inside spread, and edited all pages for consistency. Led a team of designers and monitored their progress to deliver a weekly 45 page newspaper. Responsible for production from start to finish, including collaboration with writers, designers, and photographers, and communication with editors, printers and distributors.

WORK

Barista

Starbucks, October 2018 - August 2020

Created and conducted work flows. Opened and closed the store, worked in fast paced environment. Handled new guidelines under the Covid-19 pandemic. Designed store front displays, and created stock displays. Kept track of entire store inventory and new orders.

EDUCATION

Interaction Design B.S.

Santa Monica College, Santa Monica, CA

Aug 2018 - Expected Graduation May 2021

GPA 3.52

ACHIEVEMENTS

Adobe Creative Jam, 2020

Third Place - Mobile Phone App; 35 Entries

California College Media Awards, 2017

First Place - Front Page Design; 10,000 Entries

Second Place - Spread Design; 10,000 Entries

UX/UI Designer

Graphic Designer

Digital Marketer

SKILLS

TOOLS

Photoshop

InDesign

Illustrator

Adobe XD

Figma

Acrobat

DESIGN METHODS

Storyboarding

Wire framing

Rapid prototyping

User journey maps

Human centered

Site maps

User empathy

VISUAL DESIGN

Graphic Design

Digital Marketing

Data Visualization

Layout design

Color Palettes

Branding

Typography

Illustration

RESEARCH

Interview

Survey

User testing

SOFT SKILLS

Time management

Collaboration

Organization