

# Sabrina Smith

## GRAPHIC DESIGNER

### CONTACT

sabrinasmithdesign.com  
sabrina@gotsmith.com  
512-426-6697

### EDUCATION

#### BA in Graphic Design

St. Edward's University

Graduated May 2019

GPA 3.86 Magna Cum Laude

Dean's List all semesters

### SKILLS

Illustrator  
Photoshop  
InDesign  
Typography  
Print Design  
Product Packaging Design  
After Effects  
Premiere Pro  
Digital Marketing  
Social Media  
Photography  
Blender

### ABOUT

Hardworking, creative, and versatile. I have been designing for 5 years and drawing most of my life. My hobbies include knitting, drawing, and reading. And I love cats.

### EXPERIENCE

#### Social Media Chair

May 2020 - Present

*AIGA Houston - Houston, TX*

- Work with the communications team to create graphics and social media schedule for the AIGA Houston chapter in order to create visibility online.
- Create campaigns to engage Houston area designers including events and information for the 2020 election, board nominations, and coffee buddies group.

#### Graphic Designer & Social Media Manager

July 2019 - February 2021

*Bella Restaurants Group - Houston, TX*

- Lead in the creation and management of restaurant brand assets including posters, vouchers, menus, motion graphics, photography, and social media for five restaurant concepts.
- Lead in the brand development of a new Moroccan restaurant in Houston.
- Increased social media presence across all brands, and brought in hundreds of followers per month.
- Recommended and consulted with restaurant owners on the most appropriate design options based on their overall goals.

#### Digital Design Specialist

August 2018 - May 2019

*Office of IT - St. Edward's University - Austin, TX*

- Developed graphics for multiple IT related campaigns in order to get students more knowledgeable about computer and IT related topics.
- Collaborated on the creation of Brand Guidelines for ATX Hack for Change.
- Lead in the redesign of St. Edward's UI Library website, OIT Help Desk website, and ATX Hack for Change website.

#### Graphic Design Intern

March 2018 - August 2018

*Experimental Civics - Austin, TX*

- Lead in the creation of client design assets such as the Impact Report for ATX Hack For Change, Pitch Deck Templates, and social media graphics for LinkedIn and Instagram.
- Produced flyers and collateral for sponsors and social media images for clients that would be seen by thousands of people.

#### Senior Designer

May 2018 - May 2019

#### Junior Designer

October 2017 - May 2018

*Arete Student Academic Journal - St. Edward's University - Austin, TX*

- Lead in the development of the student academic journal for two years.
- Created graphics, cover art, and collaborated on layout and typography, and communicated effectively with the Arete editorial team.
- Managed the journal's relationship with OneTouchPoint printing press during production, from pre-press to print.

### ACCOMPLISHMENTS

*Adobe Certified Expert - Adobe Illustrator CC 2015 | June 2019*

*Outstanding Senior Graphic Design major | May 2019*

*President - Command G Graphic Design Club | August 2018 - May 2019*

*Student Juried Exhibition | January 2015*