



## SARA FREITAS

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Portfolio: [sarafreitas.art](http://sarafreitas.art)

## EDUCATION

**Stonehill College** 2019 | Easton, MA

Bachelor of Arts in **Graphic Design**

Concentration in Photography & Music

## LANGUAGES

English (Fluent)

Portuguese (Native)

Spanish (Fluent)

## SOFTWARE KNOWLEDGE

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere Pro
- Microsoft Office
- Apple Garage Band
- Apple iMovie

## RELATED SKILLS

- Photography
- Creative Direction
- Image Manipulation
- Logo Design
- Branding & Identity Design
- Social Media Marketing
- Typography
- Motion Graphics
- Web Layout
- Magazine Layout
- Publication Design
- Advertising Design

## Jun 2019 - Present

**Content & Creative Manager** | **ZigZag (iOS app)** | Los Angeles, CA

- Attend pop culture events such as VidCon and BeautyCon to represent & promote start-up app
- Heavily involved in re-designing & re-branding app (mood, logo, colors, typeface, UX/UI)
- Partake in weekly meetings with team to brainstorm partnership opportunities & next steps
- Collect trending "meme-like" video assets to feature inside the app & on ZigZag social profiles
- Creatively direct promo videos and other advertising materials
- Design pitch decks for potential partners and investors

## Jan - May, 2019

**Graphic Design Intern** | **Flighthouse** | West Hollywood, CA

- Designed daily interactive graphics, memes, and other assets for *Flighthouse* social profiles
- Brainstormed & pitched new concepts for social media content and YouTube skits
- Greeted and assisted talent during video & photo shoots
- Worked as Production Assistant on various sets
- Ran office errands such as purchasing materials for shoots and occasional coffee runs

## Sept 2015 - Dec 2018

**Graphic Design Assistant & Tutor** | **Stonehill College** | Easton, MA

- Worked one-on-one with students on different class assignments and projects
- Provided hands-on support in understanding the elements & principles of design
- Answered any Adobe software related questions
- Designed ads for upcoming course offerings, shows and other events on campus

## Aug - Dec 2017

**Creative Intern** | **Roc Nation (VOL.4)** | West Hollywood, CA

- Assisted with all-things creative such as graphic design, brand strategy & creative direction
- Assisted set designer in MeUndies commercial shoot with props
- Assisted Nick Jonas and team with Jumanji private movie screening photoshoot
- Partook in numerous brand identity + development meetings with clients
- Contributed in choosing product packaging for start-up companies
- Regularly responsible for background research on client competitors

## May - Aug 2016

**Graphic Design Intern** | **Cumulus Media** | Providence, RI

- Designed giveaway artwork for radio stations 92 PRO FM, Hot 106.3 and Lite Rock 105
- Participated in weekly marketing department meetings
- Attended a Facebook marketing conference in East Providence, RI
- Attended and reviewed for a Fifth Harmony concert
- Wrote occasional articles for 92 PRO FM website
- Sat in & took notes during live radio broadcasts



## Hi!

My name is Sara Freitas, and I am a graphic designer + singer, originally from Brazil! I recently acquired my Bachelor of Arts degree in Graphic Design at Stonehill College while taking various *music & photography* courses and leading an all-girls *a-cappella* group!

I moved to Los Angeles just 3 weeks after graduation, to *make* my dreams come true. I strive to combine my two passions, digital art & music, to produce beautiful content that is moving, relevant, & timeless - and make a change in the world in the process. Hope to meet you soon!