





# SARA COLLAZO

## WEB & GRAPHIC DESIGNER

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### SKILLS

InDesign  
Photoshop  
Illustrator  
Acrobat  
HTML/CSS  
WordPress  
Mailchimp  
Constant Contact  
Asana  
Responsive web design  
Project management  
Color theory  
Typography

### EDUCATION

#### AAS-GRC Graphic Communications

Truckee Meadows  
Community College  
Reno, NV | May 2006

#### AA Transfer Degree

Truckee Meadows  
Community College  
Reno, NV | May 2006

#### AGS General Studies

Truckee Meadows  
Community College  
Reno, NV | May 2004

### EXPERIENCE

#### Graphic Designer

DTF Superstore | December 2023-October 2024

- Worked closely with the marketing team to develop visually engaging designs for various platforms and mediums.
- Collaborated with the web developer to design and optimize user interfaces for enhanced functionality and user experience.
- Designed a range of marketing materials, including brochures, flyers, banners, trade show graphics, and social media assets.
- Developed and maintained brand identity guidelines to ensure consistency across all visual communications.
- Ensured all designs aligned with the company's established visual style and brand guidelines.

#### Graphic Designer

Silver Streak | August 2023-December 2023

- Initiated the design and updates for sales advertisements, business cards, display signs, packaging inserts, and trade show graphics.
- Began updating the annual product catalog with new product photography, additional products, and accurate pricing.
- Created visually appealing graphics for the website and edited website content to ensure up-to-date imagery and pricing accuracy for customers.
- Developed and executed email campaigns using Constant Contact.

#### Graphic Designer

Arizona Humane Society | December 2015-August 2023

- Designed collateral for internal and external audiences, including signage, newsletters, postcards, invitations, flyers, advertisements, and supplemental materials for promotions and campaigns.
- Ensured all collateral adhered to established brand standards.
- Created graphics for social media, digital channels, presentations, and other marketing needs.
- Managed the printing process for small to medium-scale projects from initiation to completion.
- Developed and distributed emails for internal and external stakeholders using automated email platforms such as Luminato and Mailchimp.
- Assisted in editing website content to ensure clear, accurate, and effective communication of information.

#### Web Designer

Media Solutions Corporation | May 2014-October 2015

- Collaborated with external clients to develop custom site designs, graphics, and content.
- Created site mockups to facilitate the content-gathering phase of site development.
- Designed visually engaging digital signage to captivate target audiences.
- Developed various print materials, including trade show graphics and promotional items.

#### Web Designer

Worldwide Technology Group | November 2013-May 2014

- Created website wireframes and mockups based on provided requirements.
- Conceptualized and developed responsive web designs for e-commerce websites and product landing pages.
- Designed email newsletter templates by applying graphic and web design principles while incorporating the latest design trends.
- Revised existing packaging designs to implement cost-effective solutions without compromising visual appeal for consumers.

#### Web and Graphic Designer

ASSA ABLOY | July 2006 - November 2013

- Developed visually innovative solutions to support the company's marketing objectives.
- Designed and laid out all print communications, including product catalogs, product packaging, brochures, and sales campaign collateral.
- Designed and maintained the front-end of corporate websites.
- Conceptualized and designed email marketing campaigns, web banners, and digital projects.
- Collaborated with internal teams to define project objectives, present concepts, and secure approvals.
- Coordinated with external printers and vendors to develop cost-effective print solutions.