



SARA HOOD

GRAPHIC DESIGNER & WRITER

CONTACT



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hoodartdesign.com



Mankato, Mn*

*willing to relocate

TECHNICAL SKILLS

Photoshop



Illustrator



InDesign



- Adobe After Effects
- Adobe Premiere Pro
- Basic HTML/CSS
- MS Word/Excel
- Powerpoint
- Print Design
- Web Design
- Ebook Design
- Typography
- Marketing
- Copywriting
- Copyediting
- Proofreading
- News Writing
- Color Correcting
- Customer Service
- Shopify
- Sales

DESIGN EXPERIENCE

The Creative Company | Mankato, Mn

GRAPHIC DESIGNER | September 2024 - Present

- Manages multiple projects simultaneously, meeting deadlines while achieving high quality work representing the Amicus brand
- Creates covers and layouts for children's books following established series templates, ensuring consistency and alignment with brand guidelines
- Designs engaging and informative infographics to visually enhance learning content
- Creates eye-catching eBlasts and social media posts using the Adobe Creative Suite, optimizing assets for Mailchimp distribution
- Converts printed children's books into eBooks and PDFs, ensuring digital formats preserve design integrity
- Prepare books for print production by ensuring proper crossover formatting, preventing image cut-off in the final printed product
- Collaborates with editors to ensure that images and text align, providing a cohesive and clear presentation of content

Forest City Engineers | Remote

CONTRACT DESIGNER | September - November 2023

- Designed logo for Forest City Engineers, a new engineering company based in Cleveland, Ohio
- Communicated consistently with the client to ensure transparency

Luxury Travel Media | Sydney, Australia

CREATIVE ASSISTANT INTERN | January - April 2019

- Researched, designed, and finalized artwork for pre-press production
- Designed magazine spreads in accordance with the Luxury Travel Media brand to better understand all aspects in magazine design
- Wrote news articles, listicles and uploaded content in WordPress
- Posted social media content about articles and events on Facebook, Instagram, and Twitter using CoSchedule to increase website traffic and event participation
- Developed and designed voting platform in JotForm for the 2019 Gold List Awards, a contest where readers vote for the best in luxury travel amongst different categories
- Improved productivity in calculating Gold List votes using Excel Formulas

ADDITIONAL EXPERIENCE

Wacoal, Formerly Lively | Boston, Ma

SUPERVISOR | January 2023 - August 2024

- Calculated and tracked the store's KPIs
- Improved productivity in store by creating Google Sheets and Documents
- Managed two retail associates
- Designed flyers and banners for upcoming store events

SALES ASSOCIATE | April 2022 - January 2023

- Provided product information and services to customers

EDUCATION

Emerson College | Boston, Ma | December 2022

Master of Arts in Publishing & Writing

- *Relevant Coursework: Magazine Design and Production, Creating Electronic Publications for the Web and E-Readers, Applications in Print Publishing, Copyediting, Book Editing, Book Design and Production*

Mercyhurst University | Erie, Pa | May 2018

Bachelor of Arts in English

Concentration in Creative Writing

Minors in Graphic Design & Film Studies

- Graduated *magna cum laude*

Westminster University | London, England | Study Abroad | Summer 2017