



PERSONALITY

- ENTP "The Debater"
- Love language: quality time
- Welcoming + personal
- Intuitive + resourceful

INTERESTS

- Cuddling with my daughters
 - Taylor Swift
 - Din Tai Fung
- Romantic comedies
- Going on mission trips
- Grey's Anatomy (original cast)

SKILLS

- Photoshoots from pre-to-post-production
 - Present + create decks
 - Lead + manage designers
- Digital, social, packaging, print, production, editorial design
- Adobe Illustrator, Photoshop, InDesign
- Google Slides + Keynote + Powerpoint
 - Eye for clean, tasteful design
- Detail-oriented + highly organized
- Passion for all things beautiful

EXPERIENCE

Snif / March 2022 - Present

Senior Designer + Art Director

+ Art direct photoshoots and campaigns from pre-production to post-production. Lead the design team + manage graphic designer. Design and concept branding + marketing material, such as: digital ads, social content, email marketing, SMS, launch decks, packaging and other brand collateral. Create still and motion animation assets.

Good American / June 2021 - March 2022

Senior Graphic Designer

+ Design social stories and emails based off roadmap. Communicate directly with art director + merchandising, social, and ecommerce team. Create static + simple motion graphic digital assets.

Studio Sasa (Previously Sarah Su Design) / June 2015 - Present

Freelance Graphic Designer

+ Design website wireframing, logos, branding experiences, moodboards, decks, packaging, etc. Featured clients: Vegamour, Kahlna Barfield Brown, IPSY, Freck, Teaspressa, Italic, Lather, Not Pot.

SEED Beauty / March 2019 - August 2021

Senior Graphic Designer

+ Colourpop Cosmetics: Moodboards, renderings, production files.

+ Kylie Cosmetics: Close communication with Creative Director.

Collection and in-line launch emails and digital assets, renderings, primary/secondary packaging, moodboards.

+ KKW Beauty: Photo collages, renderings, primary/secondary packaging, innovative PR kits.

+ Tati Beauty: Emails and digital assets.

Magnetic SL / July 2020 - November 2020

Lead Graphic Designer

+ Lead designs on digital, social, and marketing platforms for a worldwide E-commerce brand including website wireframe design.

Jouer Cosmetics / November 2018 - May 2019

Graphic Designer

+ Solely carried the design demands across the entire business including: internal design collateral, marketing material for Sephora, seller decks, social posts (Pinterest, Instagram, LinkedIn), emails, digital assets (Google ads, Facebook ads), GIPHYs, PR cards, etc.

Campbell Ewald / May 2018 - September 2018

Freelance Graphic Designer

+ Agency experience. Designed social posts, illustrations, GIFs, and digital assets for Covered California, Kaiser Permanente, and Union Bank.

EDUCATION

California State University Northridge / Class of 2018

B.A. in Art, Concentration in Graphic Design

Minor in Psychology

Graduated Cum Laude