

Sarah Trivedi

Graphic & Web Designer



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sarahtrivedi.com

Software Skills

InDesign	Premier Pro
Photoshop	Illustrator
Dreamweaver	Microsoft Suite

Professional Skills

Branding	Team Motivator
Illustration	Typography
Print Design	Web Design
Presentation	Photography

Education

- LinkedIn
Design & Marketing Courses
2020
- Sheridan College
Web Design Certificate
High Honours
2013
- Seneca College
Graphic Design Diploma
Honours
2012
- Bharatnatyam
Classical Dance Diploma
2008

Interests

Dance, Baking & Painting

Experience

Senior Graphic & Web Designer **GameStop**

Nov 2015 - Present

- Independently led the time sensitive rebrand from EB Games to GameStop for all printed materials across 250+ stores in Canada
- Led the rebrand of the Loyalty Program marketing materials (Edge)
- Managed the development of an original mascot and campaign for the Used Merchandise team (Playd)
- Lead designer for newspapers and flyers for every major sale & event
- Lead creative in logos & themes for company promotions
- Design marketing materials for vendors such as Nintendo, Sony, Microsoft & Ubisoft while maintaining strong partnerships
- Design and develop marketing emails to engage loyalty members
- Create original artwork for flagship store including the Y&D billboard

Graphic Designer & Illustrator **Educatus**

Jan 2015 - Nov 2015

- Designed & illustrated over 80 short story children's books
- Created educational animated videos for both English and French language classes, enhancing learning experiences.
- Designed marketing materials for educational events

Freelance Artist & Dance Teacher **TrivediCreates**

Dec 2014 - Dec 2015

- Graphic designer, digital illustrator, and commissioned painter.
- Cake decorator for small events
- Dance teacher at DanceShala studio

Web Design Temp **The Hudson's Bay Company**

Oct 2014 - Dec 2014

- Designed and finalized web pages for production

Graphic Designer / Marketing Coordinator **Ceislok Media**

May 2012 - Aug 2013

- Ownership of the rebrand from Titan360 to Ceislok Media, including all media kits and stationery
- Exclusive designer of billboard advertisements for companies such as Budweiser and World Pride
- Solo designer of pitches and mock-ups for vendors to drive billboard sales, contributing to the success of the largest sale in the 10 Dundas takeover (Mazda)
- Responsible for team building activities and boosting morale.

Graphic Design Intern **Oxygen Women's Fitness Magazine**

Jan - Mar 2012

- Designed several pages per magazine issue
- Sourced, edited and close-cropped images for magazine
- Designed advertisements for supplements