



Sarah Murad

Junior Art Director and Designer

A recent graduate currently seeking an internship, part-time or full-time position within the Art Direction, Design or Marketing sectors, to further improve knowledge and skills within the creative industry.

Education

Humber Polytechnic Sept 2024
- Aug 2025
Advertising - Art Direction • Graduate Certificate

George Brown College Jan 2020
- Apr 2022
Interaction Design • Advanced Diploma • With Honours

Work Experience

Social Media and Brand Designer Jun 2025
- Present
Knee2Me - Toronto ON

- Produced on-brand videos, graphics, and social content tailored to each platform, exemplifying visual storytelling.
- Contributed to the design and rollout of product packaging assets, supporting cohesive product presentation and brand recognition.
- Managed and maintained the content calendar to ensure timely, consistent publishing across channels.
- Wrote concise, engaging captions and short-form copy to support social media performance and clarity of messaging.

Social Media Marketing Intern Mar 2024
- May 2024
Privacy4Cars - Mississauga ON

- Crafted social media posts for LinkedIn, promoting user engagement and outreach, as well as encouraging B2B relationships.
- Formulated social media strategy based off analytics, increasing visibility in user feeds.
- Collaborated with PR team to revise and edit posts, using creative problem-solving to align post copy with brand voice and tone.

Social Media and Brand Designer Nov 2023
- Jan 2024
IDSTEM - Mississauga ON

- Executed a full brand relaunch, refreshing visual identity and better aligning them with their audience and personality.
- Crafted social media templates, providing direction on utilizing graphics to create engaging content and organize information.
- Designed an asset library, streamlining the process of creating social media posts and increasing productivity.
- Organized online meetings with the client, establishing a positive relationship as well as communicating design ideas and concepts.

Details

Toronto, ON

(647) 861-6001

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Portfolio

sarah-murad-creative.webflow.io

Technical Skills

- Art Direction
- Interaction Design
- Product Design
- User Research
- Social Media Strategy
- Ideation
- Brand Design
- Motion Design
- Coding (HTML, CSS, JS)

Soft Skills

- Verbal Communication
- Teamwork
- Problem Solving
- Time Management
- Creativity
- Active Listening
- Critical Thinking
- Storytelling

Tools

- Adobe Creative Suite (Illustrator, Photoshop, InDesign, XD, AE, PP, etc)
- Figma
- Miro
- Webflow
- Microsoft Office Suite (PowerPoint, Word, etc)
- Google Suite (Docs, Slides, etc)