



# Sarah Murad

Junior Art Director and Designer

A student currently seeking an internship within Art Direction or Design, to further improve knowledge and skills within the creative industry.

## Education

### Humber Polytechnic

Advertising - Art Direction • Post-Graduate Certificate

Sept 2024  
- Aug 2025

### George Brown College

Interaction Design • Advanced Diploma • With Honours

Jan 2020  
- Apr 2022

## Work Experience

### Social Media Marketing Intern

Privacy4Cars - Mississauga ON

Mar 2024  
- May 2024

- Crafted social media posts for LinkedIn, promoting user engagement and outreach, as well as encouraging B2B relationships.
- Designed graphics for LinkedIn posts, effectively communicating brand values and engaging with the company's audience.
- Formulated social media strategy based off analytics, increasing visibility in user feeds.
- Collaborated with PR team to revise and edit posts, aligning post copy with brand voice and tone accordingly.

### Brand + Social Media Designer

IDSTEM - Mississauga ON

Nov 2023  
- Jan 2024

- Performed a brand relaunch for the organization with a new logo, brand colours, typography, iconography, and visuals, which better aligned them with their audience and personality.
- Crafted social media templates, which provided direction on utilizing graphics to create engaging content and organize information.
- Designed an asset library, which streamlined the process of creating social media posts and increased productivity.
- Organized bi-weekly online meetings with the client, that established a positive relationship and involved them in the design process.

### Key Holder, Chocolate Connoisseur

Purdys Chocolatier - Etobicoke ON

Aug 2024  
- Present

- Met and surpassed sales quota on a regular basis.
- Organized the retail store, setting up bays with arrangements of chocolates to enhance the in-store experience.
- Recommended various chocolates tailored to individual tastes.
- Balanced the till, recording sales and entering data into Excel.

## Details

Etobicoke, ON

(647) 861-6001

[sarah\\_murad@outlook.com](mailto:sarah_murad@outlook.com)

[linkedin.com/in/sarahmurad2025](https://www.linkedin.com/in/sarahmurad2025)

## Portfolio

[sarah-murad-creative.webflow.io](https://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)