

SC*

*sarah
cantor

I'm a visual designer + general creative person who believes that great design solves real problems while creating engaging user experiences, no matter the medium or platform.

EDUCATION

Bachelor of Fine Arts in Graphic Design / University of Florida / May 2020

/ Minor in Business Administration

/ Dean's List Honor Roll

EXPERIENCE

Digital Design Intern / GrowSquares / June 2020 - Present

/ Translates brand values for an urban gardening startup into a unique visual identity that lives across GrowSquares' website, social channels, marketing materials, and iOS application

/ Collaborates cross-functionally with UX Designer, Product Manager, and Developers to translate high-level business requirements and interaction flows into intuitive, customer-centric interfaces

Motion Graphics Intern / ESPN / June 2019 - August 2019

/ Responsible for the daily creation of on-air graphics for multiple live productions

/ Proactively collaborated with Senior Designers and Art Directors to contribute on longer-term projects and initiatives

/ Prepared image files for programs and maintained ESPN Image Management System (IMS)

MINT Design Studio / University of Florida / August 2018 - December 2019

/ Created research-based design solutions in a collaborative studio environment

/ Focused on human-centered design with an emphasis on social good and global impact

INVOLVEMENT

Dance Marathon is a student-run organization focused on raising funds and awareness for UF Health Shands Children's Hospital in Gainesville, Florida. Our yearlong efforts culminate in an event each spring where 800+ students remain on their feet for 26.2 hours in solidarity for the children who can't.

Creative Director / Dance Marathon at UF / April 2019 - April 2020

/ Recruited & directed 25 graphic designers & software developers on the Design & Technology Team

/ Oversaw the creation of all social media graphics, merchandise designs, media kits, and advertisements for 20+ Dance Marathon events throughout the year

/ Facilitated year-long fundraising efforts, culminating in \$2.5 million raised for UF Health Shands

Assistant Director / Dance Marathon at UF / April 2018 - April 2019

/ Collaborated with Creative Director and Marketing Team to create and implement new branding guidelines and visual systems for all graphics and campaigns presented by Dance Marathon 2019

/ Centralized and delegated 200+ requests for graphics, merchandise, and promotional materials for the entire organization throughout the year and during the event

Graphic Designer / Dance Marathon at UF / September 2017 - March 2018

/ Responsible for the creation of all graphic design needs throughout the year, including print, web, social media, merchandise, and collateral

/ Coordinated audio feeds and content on the Jumbotron and livestream during 26.2-hour event

CONTACT

sarah-cantor.com

sarahcantor016@gmail.com

407.790.0999

SKILLS

Illustrator
Photoshop
Adobe XD
InDesign
Sketch
Figma
InVision
AfterEffects
Premiere Pro
Wordpress
Cinema 4D
Wireframing
Prototyping
Branding
Visual Systems
Digital Photography