



## Sara Popovich

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### Objective:

To obtain a job in the Advertising and Graphic Design industry that utilizes and enhances my abilities developed through experience and education.

### Education:

Columbus College of Art & Design –  
Columbus, Ohio  
2009-2013

Bachelors of Fine Arts Degree  
Major: Advertising and Graphic Design  
Minor: Copy-writing

### Relevant Course Work:

Advertising / Graphic Design,  
Copy-writing, Electronic Publishing,  
Marketing, Printmaking, Silk Screen, Web  
Design, Package Design, Retail Concepts

### Honors / Achievements:

Dean's List – Spring 2012, Fall 2011,  
Spring 2010, Fall 2009

President's List – Spring 2011, Fall 2010,  
Spring 2013

### Skills:

Computer Skills: MS Word, MS Excel, MS  
Access, Power-point, CS6 (Photoshop,  
Illustrator and InDesign) for MAC/PC

Hand Skills: Paint, Draw, Slik Screen,  
3D modeling

### Additional Experience:

Teaching Assistant – CCAD Saturday  
Morning Art – Columbus, Ohio  
September 2011 – May 2013

Model, Abercrombie & Fitch –  
Headquarters – New Albany, Ohio  
October 2011 – December 2011

### Relevant Experience:

#### **Survios– Los Angeles, California**

**January 2016 – Present**

Responsible for providing graphical support for a variety of needs such as games team, marketing collateral, corporate branding, UI/IX design and product design.

- Create marketing related collateral for both studio and studio IP
- Developing supporting external and internal visual assets for green-lighted games/apps
- Create and deliver graphics for in-game, web and marketing
- Deliver graphics assets such as background compositions, textures and touched-up photography and infographics
- Help drive brand design for green-lighted games/apps
- Produced and manage design and creative team
- Create in-game motion videos

#### **Lore Group – Los Angeles, California**

**May 2015 – December 2015**

- Scheduled and designed email blast for events and specials
- In charge of branding and marketing
- Created logos, marketing fliers, presentations and menu design
- Updated social media on a daily basis
- Updated and redesigned websites
- Established and created a merchandise program

#### **Freelance Graphic Designer – Los Angeles, California**

**March 2015 – May**

##### **Client: Paul Mitchell**

- Worked on multiple documents and layouts, making sure all fonts, leading and kerning was appealing to the eye. Role was very typography driven.
- Updated old artwork to make it more on point with the brand and on trend verbiage
- Created salon stationary, salon business cards, on boarding welcome letters, seminar and class fliers. As well as educational documents, power-points, PM monthly planner and monthly newsletters
- Retouching and creating clipping mask for imagery

##### **Client: Awesomeness TV**

- Created various logo lockups and brands for a variety of shows
- Created frames, title pages and lower third pages for shows

##### **Client: RedBull**

- Laid out and designed product informational documents, that were visually and information for customer and store owners to get people to buy the product

#### **Freelance Graphic Apparel Designer, The Social Life – Los Angeles, California**

**October 2014 – Present**

Focuses on creating and designing graphics for apparel.

#### **Production Artist, Tween Brands – Columbus, Ohio**

**January 2014 – March 2015**

Focuses on various print executions, with primary focus on packaging, in-store signage, copy formatting, final art file preparation and print production for Justice and Brothers. As well as concept work for Brothers photoshoots.

- Assist in and create logo lock ups for specialty shops
- Update existing store signage such as price menus, clearance & sale shelf talkers, 10"x10", store danglers, window easels and store associate lanyards
- Update and create home office signage for office events
- Create store comm materials for events, as well as back of store materials
- Update core equity packaging such as hang-tags, stickers and jokers

#### **Creative Marketing Intern, Express – Columbus, Ohio**

**January 2012 – May 2013**

- Assisted the visual merchandising team style floor displays and window displays
- Assisted in updating and creating direct mail pieces
- Assisted in releasing monthly direct mail pieces
- Created and designed new blog layouts
- Made mock ups for direct mail pieces

#### **Marketing Intern, AVI Foodsystems, Inc – Warren, Ohio**

**May 2011 – July 2011**

- Developed new promotion pieces for a variety of accounts.
- Updated online nutritional site, as well as updated power-point presentations.
- Attended vending meetings with suppliers.
- Researched a variety of marketing topics.
- Worked well in team environment and produced quality independent work assignments.

#### **Marketing Intern, McConnell Marketing – Canfield, Ohio**

**December 2009**

- Image research and Photoshop.
- Assisted marketing team in generating holiday labels for wine bottles to give to clients.