

Sara Moen

saramoen20@gmail.com | +1 (952) 297-2171 | in/sara-moen | <https://saramoen.com>

Education

University of Wisconsin - Stout
Graphic Design and Interactive Media, Interactive Media. 3.8
Senior Capstone: App Prototype and Brand System
Magna Cum Laude

Menomonie, WI
May 2024

Work Experience

UW-Stout Memorial Student Center
Graphic Designer Intern

Menomonie, WI
May 2023 - May 2024

- Communicate with clients, incorporating feedback and revisions to refine designs and achieve desired outcome
- Conceptualize and execute creative designs for digital platforms, print, presentations, and marketing material recognized by the chancellor
- Create engaging posters, and social media graphics to promote student events
- Utilize official branding for campus wide events
- Attend meetings with the design team and clients

UW-Stout SOAD
Print Lab Monitor

- Operate and assist in maintaining large format printers and printing presses
- Communicate with students to print their files
- Ensured student prints are up to standard
- Demonstrated proper use of lab equipment
- Informed students about print lab policies and standards
- Maintain a clean facility and consistent attendance
- Monitored and managed print lab while manager was offsite

UW-Stout SOAD
Research Assistant

Menomonie, WI
September 2020 - May 2021

- Assist with Professors Robert Fraher's sabbatical project
- Utilize Adobe Photoshop for creating and manipulating images, including advanced techniques such as object masking, to enhance website aesthetics and user experience

Skills & Interests

Skills:

Design Thinking, UX Research, Wireframing, Prototyping, UI Design, Information Architecture, User Personas & Journeys, Usability Testing, Interaction Design

Tools:

HTML, CSS, JavaScript/Jquery, Bootstrap, Figma, Illustrator, Photoshop, Indesign, After Effects