

Sarita Loredo

Art Director & User Experience Lead

EMAIL: sloredoi71@gmail.com

PORTFOLIO: www.sarital.com

INTERNATIONAL JUSTICE MISSION

Art Director & User Experience Lead | July 2019 - Present

I provide leadership in developing IJM's visual brand and applying it to major campaigns and digital experiences. This includes developing innovative campaign concepts, creating sustainable brand guidelines, directing the design team on the execution of all deliverables, and leading teams of photographers and producers in the creation of storytelling assets. I also serve as the bridge between the creative and digital teams. I collaborate with the digital team to interpret analytics and make UX/UI design decisions on IJM's digital platforms and create compelling digital experiences. Additional responsibilities include prototyping and working directly with developers. *Internally referred to as the Campaign and Digital Lead.*

Senior Designer | August 2017 - June 2019

Created engaging print and digital experiences that educate the public on IJM's mission and compel them to join the movement. Led the design team by setting high quality standards and mentoring other designers. Design directed, pitched, and executed on concepts for global campaigns. Contributed to all aspects of IJM digital including but not limited to the website and online store.

CELERITY

Senior Designer | December 2015 - August 2017

As a fully designated client resource on the Digital Experience Team, I served as a design lead creating Brand, Visual Design, and UX/UI solutions for a variety of clients including but not limited to National Geographic, AAMC, SNL Financial, Tradeweb, and Virginia Lottery.

Interactive Designer | August 2014 - December 2015

As a split resource between the Digital Experience and Marketing teams, I worked with design leadership to execute solutions for a variety of clients while also supporting Celerity's marketing efforts and brand development.

RICOH AT AOL - THE QUEUE

Graphic Designer | June 2013 - August 2014

Created design deliverables for AOL and its subsidiaries. Spearheaded redesigning The Queue's brand and creating innovative promotional materials. Lead client projects and delegated tasks to our interns and production team.

ASSOCIATION FOR MANUFACTURING TECHNOLOGY

Graphic Designer | 2011 & 2013

Designed logos, icons, print materials and graphics for AMT's departments, conferences and trade shows. Met with department representatives to discuss needs and develop design solutions.

THINK MONUMENTAL

Design Intern | Summer 2012

SKILLS & TRAITS

- Art Direction, Design, Branding, UX/UI and Prototyping
- Passionate about Ethical Storytelling
- Skilled in creating Sustainable Design Systems and Standards
- Leads with clarity and values mentorship
- Organized, goal-oriented perfectionist
- Always curious, avid learner and type-A problem-solver
- Enjoys true collaboration, comradery, and teamwork
- Designs professionally for print and digital media
- Adept in written and verbal communication
- Proficient in client relations and concept presentation
- Knows enough Front-End Dev to build her own website
- True maker and creative at heart
- Amateur potter and environmental enthusiast

EDUCATION

George Mason University

Bachelors of Fine Arts: Graphic Design

Minor: Information Technology

Fall 2009 - Spring 2013 | GPA 3.95

PROGRAMS & LANGUAGES

Sketch	● ● ● ● ● ● ● ●
Invision	● ● ● ● ● ● ● ● ● ●
Illustrator	● ● ● ● ● ● ● ● ● ●
Photoshop	● ● ● ● ● ● ● ● ● ●
InDesign	● ● ● ● ● ● ● ● ● ●
AfterEffects	● ● ● ● ● ●
Dreamweaver	● ● ● ● ● ● ●
Microsoft Office	● ● ● ● ● ● ● ●
HTML/CSS	● ● ● ● ●
Javascript	● ●

ACCOMPLISHMENTS & AWARDS

Summa Cum Laude | GMU | 2013

Undergraduate Academic & Artistic Excellence Award | GMU | 2013

Green Leaf Scholar | OSCARS | 2013

Deans List | GMU | 2009 - 2013

Alpha Lambda Delta | GMU | 2010-2013