



# Sarita Loredó

INTERACTIVE DESIGNER

## CELERITY

Senior Designer | December 2015 - Present

Moved from a shared resource to a fully designated client resource. Worked as a design lead with a wide variety of clients included National Geographic, AAMC, SNL Financial, and Tradeweb. Design solutions utilized ranged from Branding to Visual Design to UI/UX.

## CELERITY

Interactive Designer | August 2014 - December 2015

As a split resource between the Digital Experience Team and marketing, I worked hand-in-hand with design management to execute design solutions for a variety of clients while still supporting Celerity's internal promotional and brand development.

## RICOH AT AOL – THE QUEUE

Graphic Designer | June 2013 - August 2014

With Aol as my key client, I created internal and external design pieces for Aol and its subsidiaries. I worked in conjunction with the site's Senior Ricoh designer as part of The Queue team, lead projects and delegated to our interns and production team.

## ASSOCIATION FOR MANUFACTURING TECHNOLOGY

Graphic Designer | 2011 & 2013

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

## THINK MONUMENTAL

Design Intern | Summer 2012

Think Monumental is an idea driven branding and brand strategy agency located in Washington D.C. I was given the task of designing the teaching aids and visuals for a six part educational series for the ICSC. I also worked with the rest of the team to develop brand identities for several clients.

## EDUCATION

### GEORGE MASON UNIVERSITY

Fall 2009-Spring 2013

Bachelors of Fine Arts: Graphic Design Focus

GPA 3.95

Minor: Information Technology

## SKILLS & TRAITS

- Organized, goal-oriented, perfectionist
- Avid learner and type-A problem-solver
- Enjoys collaborating with peers and fostering a healthy culture
- Designs for print and digital media
- Adept in written and verbal communication
- Proficient in client relations and presenting concepts
- Skilled in Branding, UI/UX and Prototyping
- Strongest as a UI and Visual Designer but knows enough about Front-End Development to build her own website.
- True maker and creative at heart

## PROGRAMS & LANGUAGES

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

## ACCOMPLISHMENTS & AWARDS

Summa Cum Laude | GMU | 2013

Undergraduate Academic and Artistic Excellence Award | GMU | 2013

Green Leaf Scholar | OSCARS | 2013

Deans List | GMU | 2009 - 2013

Alpha Lambda Delta | GMU | 2010-2013

## REFERENCES

\* Available upon request