



PROFILE

A freelance artist experienced in digital and traditional art mediums which explore an intersection between illustration and design, recognizable by an incorporation of rough texture, rich contrast, and saturated palettes.

EDUCATION

Bachelor of Fine Arts in Illustration
Minor in Creative Writing
Moore College of Art & Design- 2022

SKILLS

Adobe Photoshop
Procreate
Typography
Color Theory
Social Media Content Creation

AWARDS

Dean's List 2019, 2021, 2022
Excellence in Illustration 2022

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SARAH FARINA ILLUSTRATION

WORK EXPERIENCE

FREELANCE ARTIST | Wenonah, NJ

Self-Employed

May 2023- Present

Designed and developed artwork according to clients specifications including logo/brand design, clothing, stationary, and prints. Successfully communicated with clients to fulfill their project requirements. Experienced in direct retail marketing and self-promotion.

Customers: Cathe Friedrich and A Hot Mess Sandwichs and Moble Catering

SENIOR THESIS | Moore College of Art & Design

Redesigning Dust Jackets

September 2021- 2022

My thesis focused on reimagining dust jackets and endpaper patterns for pre-existing young adult novels to facilitate a more cohesive visual experience for the reader.

Developed compositions that integrated illustrations with aspects of graphic design and typography.

Utilized the opportunity to simulate a publishing environment with strict deadlines, critiques to mirror client feedback, as well as properly preparing files for prepress and printing.

SOCIAL MEDIA | Wenonah, NJ

Content Creator

March 2018- Present

Developed a distinctive brand identity that is consistent across multiple social media platforms for self-promotion.

Managed content by strategizing, capitalizing on trends, and utilizing analytics provided by social media apps to captivate my target audience to increase traffic across all accounts.

Experienced in generating engaging videos, posts, and announcements to entice potential clients.

AMISH MARKET | Mullica Hill, NJ

Food Server

February 2023- Present

Maintained high standards of customer service working in a fast paced environment with quick priority-based decisions under pressure. Took initiative to find additional tasks when duties are completed.