



sarakway.com  
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## art director | designer

### education

#### University of Texas at Austin

B.S. in Advertising, Moody College of Communication  
Business Minor, McCombs School of Business  
Class of Spring 2021

### experience

#### Art Director

BBDO New York | January 2023 - Present

Concepted, art directed, and designed campaigns that lived across multiple media and social media platforms for Enterprise, National, Cesar, Sandy Hook Promise, & more. Oversaw both the pre and post-production for cross-platform campaigns run globally.

#### Junior Art Director

BBDO New York | December 2021 - January 2023

Concepted, art directed, and designed campaigns that lived across multiple media and social media platforms for Snickers, Pedigree, American Red Cross, Meta, GE Healthcare, & more.

#### Creative Intern

BBDO New York | June 2021 - December 2021

Concepted & designed activations for social, digital, print, and more under the Bacardi & Mars brand portfolios. Created organic social posts Bacardi's monthly social calendar. Supported Creative Directors and Art Directors daily in creating comps for client decks.

#### Freelance Graphic Design, Illustration, & Animation

Self-Employed | June 2020 - March 2022

Social media brand building, illustration, animation, and design work for clients including Traits Agency and Crystal Streets Jewelry.

#### MAIP Fellow

4A's | Summer 2020 & 2021

Selected from a pool of 600+ applicants for the 2020 and 2021 Fellowship cohorts. Selected for an internship with McCann in 2020, and BBDO NY in 2021.

Worked with other multicultural students on campaigns while participating in professional development courses and art direction discipline trainings.

#### Art Director

Texas Creative at the University of Texas at Austin | Jan 2019 - May 2020

Art directed award-winning student campaigns with fellow art directors and copywriters in UT's highly competitive creative portfolio program.

### awards

Clio Health Awards Shortlist 2024, 2020 ADDY Awards (1 Best of Show, 3 Gold), MAIP Fellow