



sarakway.com  
(469) 569-9681  
sarakway.work@gmail.com

## 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 | December 2021 - Present  
Concepted, art directed, and designed campaigns for award-winning brands such as the Bacardi and Mars brand portfolios, GE Healthcare, Enterprise, SAP, and more. Gained significant experience in both the pre and post-production processes for large-scale cross-platform campaigns.

**Creative Intern**  
BBDO New York | June 2021 - December 2021  
Virtual art direction internship where I concepted & executed ideas for social, digital, print, and more under the Bacardi & Mars brand portfolios.

**Freelance Graphic Design, Illustration, & Animation**  
Self-Employed | June 2020 - March 2022  
Social media brand building, illustration, and design work for clients through Traits Agency and for 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 + skills**     2020 ADDY Award Winner (1 Best of Show, 3 Gold)  
MAIP Fellow 2020 - 2021  
Fluent in Adobe Suite (Photoshop, Illustrator, Premiere, After Effects, etc.)  
Fluent in digital illustration (Procreate, PaintTool SAI, Nomad, etc.)