

# Sarah Aday.

## CONTACT

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- sarahadayportfolio.com

## EDUCATION

### Texas Christian University

FORT WORTH, TX

- Bachelor of Fine Arts in Graphic Design, 2027
- Minor in Music, 2025
- 3.77 Cumulative GPA

### Honors and Awards

- Deans' List
  - *Recognized by the College of Fine Arts*
- Dean's Scholarship
  - *Academic Merit Award*
- Fine Arts Academic Achievement Scholarship
  - *Academic Merit Award*
- Graphics New Talent
  - *Silver Award x1*
  - *Honorable Mention x1*

## SKILLS

- Adobe Creative Suite
  - *Illustrator*
  - *Photoshop*
  - *InDesign*
  - *After Effects*
  - *XD*
- Figma
- Clip Studio Paint
- Procreate
- Microsoft Office

## EXPERIENCE

### Graphic Designer and Social Media Manager | December 2025 – Present

TCU'S WRITING CLUB | FORT WORTH, TX

- Developed a cohesive brand identity, including logo design, typography system, and color palette
- Designed timely social media content aligned with the established visual system
- Participated in regular meetings with club officers and collaborated effectively across distinct roles

### Freelance Creative and Graphic Designer | December 2023 – Present

FORNEY, TX

- Designed advertising content, collage-style wall murals, and illustration-focused projects in collaboration with clients
- Met tight deadlines consistently and balanced multiple projects at once while exhibiting traits of strong communication, flexibility, and time management

## COURSES AND RELEVANT PROJECTS

### Advanced Computer Applications to Graphic Design | Fall 2025

ARGD 30473 - 010 | FORT WORTH, TX

- Designed, prototyped, and created promotion for Avant, a UI case study for a social media app for artists
- Worked in After Effects to develop videos to enhance projects, using various techniques for both 2D animation and production

### Advertising Design | Fall 2025

ARGD 30523 - 055 | FORT WORTH, TX

- Curated advertisements in multiple forms, including print ads, kiosks, billboards, and social media promotions
- Developed clever headlines and cohesive advertising campaigns that extended across multiple mediums

## AFFILIATIONS

### AIGA Member | August 2024 – Present

FORT WORTH, TX

- Active member who attends and participates in local meetings to network and gain insights into the latest developments of the design field

### Design Focus Member | August 2024 – Present

TCU'S GRAPHIC DESIGN CLUB | FORT WORTH, TX

- Interacts with current club members, alumni, and guest speakers on relevant topics regarding graphic design and professional development

### Horned Frog Marching Band Member | Fall 2025

CLARINET PLAYER | FORT WORTH, TX

- Performed with precision in collaboration with TCU spirit during football games, parades, and pep-rallies