



Sarah Araya
Visual Communicator

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Experience

Freelance

Designer | Chattanooga, TN

2013–Present

- Developed and executed brand identities and strategies for diverse clients, leading to an increase in brand visibility and customer engagement.
- Designed and implemented mobile and web applications, improving user satisfaction and interaction through optimized UX/UI designs.
- Created website designs and led development projects for businesses of all sizes, resulting in improved functionality.
- Produced brand collateral and marketing materials, ensuring alignment with company objectives, which contributed to an increase in brand consistency and recognition.
- Edited and enhanced photos, delivering high-quality visuals that improved campaign performance in both digital and print formats.

American Bicycle Group

Senior Graphic Designer | Chattanooga, TN

2019–2024

- Managed all design and website projects for three brands Litespeed, Quintana Roo Triathlon and OBED Bikes, and increased brand engagement and sales by designing impactful marketing campaigns, product graphics, and product launches.
- Directed the creative process for marketing campaign graphics, leading to an increase in brand visibility and audience reach.
- Led a team in the successful rebranding and website redesign for Litespeed Titanium, resulting in an enhanced user experience.
- Designed and updated websites, focused on increasing product sales and user engagement across all brands.
- Implemented new communication tools and project management systems, improving workflow efficiency and streamlining collaboration for the marketing and design team.

Visual Soldiers

Senior Designer and Front-end Developer | Atlanta, GA

2016–2019

- Developed brand strategies and style guides, resulting in improved brand cohesion and client satisfaction.
- Conducted user experience and stakeholder evaluations, leading to an improvement in usability and user engagement for web and mobile applications.
- Created flow charts and wireframes for web and mobile apps, streamlining development processes and reducing project timelines.
- Developed custom WordPress websites for diverse clients, enhancing website functionality and increasing traffic.

Premier Agency Inc.

Graphic Designer | Atlanta, GA

2013–2016

- Designed a wide range of marketing materials, including flyers, eblasts, advertisements, and presentations, contributing to an increase in client engagement across various campaigns.
- Worked on brand and identity development, enhancing brand recognition for clients in industries such as hospitality, security, therapy, sports, and luxury brands.
- Managed all front-end development for website projects, resulting in improvement in site performance and user experience for clients.
- Created printed publications, stationeries, and campaign materials, ensuring consistent brand messaging and brand consistency.

Education

Savannah College of Art and Design (SCAD)

Bachelor of Fine Arts
Graphic Design

Athens Technical College

Interior Design
Technology Certificate
Interior Design

Skills

Communication,
Collaboration,
Project Management,
Team Leadership,
Creative Direction,
Troubleshooting,
Adaptability,
Flexibility,
Organization,
Supervising,
Delegating,
Training Staff,
Teaching,
Photography
Identity Development,
Product Photography,
Website Design,
Publication Design,
Typography,
Production Processes,
Standardizations

Tools

Adobe Suite,
Illustrator,
Photoshop,
XD,
InDesign,
Lightroom,
Slack,
Trello,
Mailchimp,
Klaviyo,
Later,
Jira,
Clickup,
Notion
Google Drive,
Meta Business Suite,
Shopify,
WordPress,
Bootstrap,
CSS,
HTML,
PHP