



Sara Tokarchuk

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Objective To obtain a position as a graphic designer, demonstrating seven years of creative experience, a strong team and work ethic, and measurable results.

Skills

Software:

Adobe Creative Suite CS5
Photoshop
Illustrator
InDesign
Fireworks

Dreamweaver
Flash
Acrobat Pro
QuarkXpress
Microsoft Office

Other:

leadership abilities
excellent communication skills
above-average writing skills
free-hand drawing
photography

photo editing
HTML
CSS
JavaScript
jQuery

Experience

WDFa Marketing, San Francisco, CA, 03/07 – 08/11

Creative Director - 04/11 - 08/11 | Assistant Creative Director - 01/11 - 4/11

Art Director - 03/10 - 01/11 | Assistant Art Director - 05/09 - 03/10

Senior Graphic Designer - 09/07 - 05/09 | Graphic Designer - 03/07 - 09/07

- Manage both the creative team and developers for web projects.
- Lead a diverse team of digital specialists to bring client projects to life from start to finish.
- Supervise and provide direction to all creative staff in production work and deadlines.
- Write creative briefs in collaboration with the project's account executive.
- Organize and run creative brainstorm meetings.
- Provide status reports to the managing partners in department wide efforts.
- Assist the sales department in proposal development and present client pitches.
- Conceptualize, design, and produce advertising and marketing pieces across multiple platforms.
- Design the information architecture for web projects by creating process flow charts and wireframes.
- UX design, GUI design and front-end web development.
- Create animations in Flash for web and out-of-home advertising.
- Create in collaboration with all project stakeholders meaningful interactions for users across multiple platforms including web, mobile and social media.
- Work with clients in the development of their branding and marketing needs.
- Manage client assets and brand identity.
- Design within vendors' specifications for process and spot printing.

Genesys Telecommunications, Daly City, CA, 08/05 – 03/07

Marketing Communications Intern

- Design and manage corporate collateral, trade show advertisements and materials, presentations, web items, direct mail pieces, posters, kiosks and packaging.
- Edit HTML for web and digital presentations.
- Write and edit copy for case studies, white papers and other sales documents.
- Lead small internal/external advertising campaigns company products, sales initiatives and internal policies.
- Direct outside vendors in the creation and production of various sales collateral.

Other Relevant Experience

AD2SF, San Francisco, CA, 06/09 – 06/11 | www.ad2sf.org

President/Founder - 06/09 - 06/11

President/Creative Director/Founder - 06/09 - 06/10

- Oversee all committees and manage project deadlines.
- Run Board and General meetings while discussing current and past club business.
- Act as a liaison between our club, sister clubs, the AAF district and the national AAF representatives.
- Reach out to local agencies and universities for partnership opportunities.
- Present projects to the board and club committee members.
- Develop and oversee all committee budgets and deadlines.

Education

San Jose State University, San Jose, CA

B.S. Advertising, Magna Cum Laude 12/06

Minor in Graphic Design | GPA: 3.7/4.0