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## SARAH ALKAFF



**HELLO. IM SARAH!** A multidisciplinary designer with over 10 years experience in the creative industry. Specializing in branding, print, marketing and digital media, I've worked in various creative fields from advertising, print & packaging to the wonderful world of UI / UX. I'm very passionate about art and design and with that passion I strive hard to deliver work that I can be proud of whilst having fun doing it! Always a team player, Im excited to be a part of your work family!

### WORK EXPERIENCE



PRINT & ADVERTISING



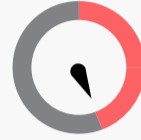
BRANDING



MANAGEMENT



WEB DESIGN



UI / UX DESIGN

### TECHNICAL EXPERIENCE

PHOTOSHOP



ILLUSTRATOR



SKETCH



MINDNODE



LIGHTROOM



INDESIGN



IMOVIE



### LANGUAGES

	FLUENT	OK	YIKES
ENGLISH	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MALAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MANDARIN	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

### INTERESTS



TRAVEL



PHOTOGRAPHY



BAKING



TREKKING



MUAY THAI



ILLUSTRATION

NOW

#### MCHALE DESIGN (2016 - 2018) ART DIRECTOR • UI / UX DESIGNER

- Leads the creative process by presenting well-developed and strategic creative solutions to meet project objectives
- Develop, design and execute all print-related marketing materials as briefed
- Liaisons between clients and various vendors to ensure that all goals and accomplishments are met in a timely manner.
- Photoshoot art direction, casting calls, and image retouching
- Lead & manage junior designers and production designers on the team.
- Consistently research, identify and share current industry design trends and competitive reviews as they relate to the brand.

2014

#### MONARC GAMING LABS (2014 - 2016) UI / UX DESIGNER • SENIOR GRAPHIC DESIGNER

- Work closely with product management to clarify and define business requirements as they apply to the user interface.
- Work closely with user experience research to translate findings from usability studies, surveys, etc into improved user experiences.
- Make design decisions driven by research to apply onto UI art.
- Conceptualize, art directs & create various marketing collaterals and user acquisition needs across mobile and web platforms

2013

#### OGILVY & MATHER (2013 - 2014) FREELANCE GRAPHIC DESIGNER

- Worked on several pitches for corporate brands like Mondelez, Sony Unilever, Hellmans & UFS
- Worked with the creative director to produce printed publication as well as design & directed pitch decks

2007

#### DESIGN & PRINT INTERNATIONAL (2007 - 2013) ART DIRECTOR • PROJECT MANAGER

- Led & managed projects for high profile clients such as Volkswagen & Unilever
- Led & managed a team of graphic designers in a creative production house.
- Responsible for total client's needs, from briefing, conceptualization, design, to overseeing a project's completion to final production.
- Responsible for winning pitches & extension of contracts with existing clients.
- Provided graphic services to ad agencies like Ogilvy, JWT & M&C Saatchi.
- Liaisons between clients and various vendors to ensure that all goals and accomplishments are met in a timely manner.

2005

#### MASTEREIGN (2005 - 2006) TEACHER • GRAPHIC DESIGNER

- Lead trainer for digital arts / media courses held at various middle schools & high schools.
- Taught students (ages 9-18) the Adobe Suite
- Guided students through the process of creating and completing projects that were later displayed in exhibits in their respective schools.

2004

#### GRADUATED (2001 - 2004) LASALLE SIA - COLLEGE OF THE ARTS

- Majoring in Visual Communication & Advertising

### REFERENCES

**DESH WERAGODA**  
VICE PRESIDENT  
310 738 4726

**PHELICIA RAMLOGAN**  
ART DIRECTOR  
310 430 4828

**ALEX KOWALSKI**  
GAME DESIGN DIRECTOR  
609 902 0942

**SELVA KUMAR**  
MANAGING DIRECTOR  
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**HUY (WEE) DINH**  
ART DIRECTOR  
949 357 6300

THANK YOU FOR YOUR TIME