

# SASHA SQUIBB

GRAPHIC DESIGNER | CINCINNATI

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## EDUCATION

### **The Art Institute of Ohio–Cincinnati**

*B.F.A. in Graphic Design 2010 – 2014*

*Worked 35hrs/week throughout college*

## SKILLS

### **Software**

- Adobe Creative Cloud
- MS Office
- Asana
- Campaign Monitor
- Wix
- Workfront
- Hootsuite

### **Design & Marketing**

- Branding & Advertising
- Typography
- Layout Design
- Package Design
- Environmental Design
- Print & Digital Design
- Virtual Event Platform Design (Twitch, vMix, Zoom)
- Email Marketing
- Social Media Management
- Project Management

## AWARDS

### **• Best in Graphic Design Program**

*The Art Institute of Ohio–Cincinnati (2014)*  
Received highest acknowledgment for professionalism, design and presentation

## PROFESSIONAL EXPERIENCE

### **Freelance Graphic Designer**

*August 2020 – Present*

- Manage and coordinate graphic design projects from concept through completion
- Develop creative solutions across a wide variety of clientele; projects include marketing materials, packaging, web applications, branding, white papers, event collateral, wedding invitations and more

### **Humana, Contract Graphic Designer**

*October 2020 – December 2020*

- Collaborated with a large agency of designers to create visually compelling marketing materials for a diverse group of consumers with agile methodology
- Partnered with multiple lines of business to elevate and refresh marketing materials
- Produced design collateral such as environmental installations, web and print ads, email templates, stationery, brochures and mailers

### **JDRF, Marketing & Outreach Manager**

*January 2019 – July 2020*

- Collaborated with staff team and committees to create eye-catching marketing materials for largest non-profit events in Cincinnati. Projects included sponsorship materials, brochures, flyers, invitations, signage, digital presentations and social media
- Oversaw the project management process for design and print jobs, including the RFP process
- Led and executed a comprehensive re-branding campaign that allowed the chapter to lead 67 nationwide chapters
- Re-imagined in-person fundraising events during COVID-19 by transforming them onto virtual platforms such as Twitch, which resulted in raising more than \$1.3M
- Planned one of the nation's largest TypeOneNation Summits; a type 1 diabetes-focused conference with over 1,000 attendees. Responsibilities included marketing, managing speaker itineraries, overseeing the event committee, exhibitor fair and day-of logistics.

### **JDRF, Marketing & Outreach Coordinator**

*July 2016 – January 2019*

- Created all design collateral for a wide range of chapter events
- Worked alongside Sr. Development Director to host chapter's annual TypeOneNation Summit
- Established strong partnerships with diabetes healthcare professionals, brand reps, caregivers and individuals with T1D both locally and nationally

### **Disabled American Veterans (DAV), Graphic Production Designer**

*August 2014 – July 2016*

- Produced marketing materials including logos, posters, banners, brochures, newsletters, annual reports, catalogs, executive presentations and social media using corporate branding standards
- Collaborated with senior designer to produce a bi-monthly magazine distributed to 1.4 million members
- Coordinated with over 10 departments to create collateral for veteran community events
- Executed a variety of tasks at all stages of development, handling a large request queue of more than 20 assignments per week and delivering in a fast-paced, deadline-driven environment