

SARA GOLAK

SENIOR DIGITAL DESIGNER



@saragolak



@sarana_

CONTACT



647 460 3318



saragolak@gmail.com



saragolak.com

PROFILE

Senior Digital Designer aspiring to expand into UX/UI and 3D design. Current experience in Brand Marketing with excellent knowledge in Adobe Creative Suite and related design production tools. Strict attention to detail and ability to perform in deadline-driven environments.

EDUCATION

OCAD UNIVERSITY

Bachelor's Degree - Graphic Design

Toronto, ON | Sept. 2014 - April 2018

Certificate - User Experience

Design (UX) and Development Skills

Jan. 2020 - June 2020

QUALITIES

Teamwork	Communication
Detail-Oriented	Dependable
Creative	Self-motivated
Open-minded	Can-do attitude

SKILLS

Illustrator	Photoshop	InDesign
Figma	Adobe XD	After Effects
Notion	Premier Pro	HTML/CSS
Canva	Salesforce	Microsoft Suite

WORK EXPERIENCE

● MOMENTUM FINANCIAL SERVICES GROUP

Senior Digital Designer | Aug 2024 - Present

Toronto, ON | Remote

- Directed the rebrand of the brand identity across all consumer-facing communications including app, website, email, paid media, and in-store brand collateral.
- Collaborated with Compliance, Brand and Partner Marketing to design engaging product offer campaigns.

● FLEXITI FINANCIAL

Senior Digital Designer | Mar 2024 - Aug 2024

Graphic Designer | Aug 2021 - Mar 2024

Toronto, ON | Remote

- Directed the evolution of the brand identity across all creative touchpoints including website, emails, digital ads, social media, motion graphics, brand collateral, photography, and visual assets.
- Established a brand presence on social platforms such as Instagram, Facebook, and Google by creating organic and paid content through interactive reels, stories, and posts that gained 1500+ followers.
- Conceptualized and directed the core brand evolution of two new innovative products for market.
- Collaborated with Marketing, UX team, and Developers on new product launches to ensure brand consistency.

● NIGHTINGALE CORP.

Graphic Designer

Mississauga, ON | Aug 2018 - July 2021

- Worked closely with multidisciplinary teams on ideation, marketing strategy and project execution.
- Successfully collaborated with creative team to design promotional materials for the launch of a new product at NeoCon 2019.
- Designed print and digital material including brochures, ads, email newsletters, signage, product spec sheets, logos, presentations, moodboards, and video editing.
- Consistently met demanding deadlines and managed multiple projects.