



# SHERINE SALEM

GRAPHIC DESIGNER

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## Education

- **Savannah College of Art and Design**  
Savannah, GA | March 2018 - August 2021  
Cumulative GPA 4.0/4.0 | Summa Cum Laude  
Major in **Graphic Design (B.F.A.)**  
Minor in **Advertising and Branding**
- **University of Lima**  
Lima, PE | April 2015 - November 2017

## Skills

### Software

Microsoft Suite, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Lightroom CC, Adobe XD, Adobe Acrobat, Procreate, Figma, Miro.

### Design

Branding, Art Direction, Typography, Production, Interface Design, Illustration, Copywriting, Website Prototyping.

### Professional

Collaboration and Teamwork, Communication, Creative Thinker, Detail-Oriented, Strong Work Ethic, Leadership.

### Languages

**Spanish** (native language)  
**English** (bilingual)

## Honors & Achievements

- **"Paisana" | International Design Awards (IDA)**  
USA | June 2022
- **Dean's List Academic Achievement | GPA 4.0**  
Savannah, GA | Fall 2018 - Summer 2021
- **Academic Honors & Achievement Scholarships**  
Savannah, GA | Fall 2018 - Summer 2021
- **Jim Alley Memorial G.D. Endowed Scholarship**  
Savannah, GA | April 2019, April 2020
- **Lacoste Project Contest - 3D Sculpture Winner**  
Savannah, GA | Sep 2019
- **SCAD Finalist of 'Drawing Works' Contest**  
Savannah, GA | March 2019
- **IELTS Exam Certificate**  
Lima, PE | March 2018

## Experience

### Academic

- **EF International Language Campuses**  
Los Angeles, CA | January - March 2013  
International English program.

### Professional

- **The Design Group**  
Little Rock, AR | March 2023 - Present  
**Art Director (Full Time)**. Currently participating in the creative direction and development of unique solutions for our clients, such as branding, ad campaigns, copywriting, etc.
- **Gensler**  
New York, NY | March 2022 - March 2023  
**Brand Designer (Full Time)**. Participated in the development, design, and conceptualization of brand identity, print, and digital projects from their initiation to completion.
- **Beige Production**  
New York, NY (Remote) | November 2021 - March 2022  
**Lead Graphic Designer (Full Time)**. Created content for the company's social media, designed pitch deck presentations, community management, marketing content, website, app.
- **The Superfood Company**  
Remote | August 2021 - November 2021  
**Freelance Graphic Designer and Illustrator**. Redesigned their packaging by illustrating creative assets that represent each of their natural products. I also designed a Central Counter for an exhibition in Cancun, as well as a Display Box.
- **Kutiva Cacao**  
Lima, PE | April 2020 - April 2021  
**Freelance Graphic Designer**. Created the brand identity for this Peruvian company, dedicated to the production and commercialization of cacao, and its derivatives. Designed their Packaging, Catalog, and social media content.
- **HP x SCADPro**  
Savannah, GA | September 2020 - November 2020  
**Lead Graphic Designer & Advertiser**. Assisted in a SCADPro collaboration project with HP to increase brand awareness and usage of the Z-Book product. Assisted in the creation of an innovative solution to build an omnichannel approach to include education-focused marketing tools and experiences.