



SAWSAN EL DARRAT

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designsbysawsan.com
Provisional Registered Graphic Designer

Education

Graphic Design

September 2017 – August 2019

Seneca@York University, North York, ON

- Ontario College Advanced Diploma in Graphic Design with courses in software training, packaging, experiential design, marketing, interactive design and design thinking. Graduating with high Honours with a 4.0 GPA.
- **Skills developed:** ideation, colour theory, teamwork, typography, and using the Adobe Creative Suite

Biochemistry

September 2012 – June 2016

McMaster University, Hamilton, ON

- Honours Bachelor of Science and earned the McMaster President's Award Entrance Scholarship.
- **Skills developed:** critical thinking and research

Work Experience

Creative Services Coordinator

May 2021 - Present

Seeds of Leadership, Burlington, ON

- Lead the design of a variety of content from social media posts to promotional assets, to workbooks and reports.
- Work with the team to develop the overall marketing and brand strategies.
- Manage the social media posting and analytics on Instagram and LinkedIn.
- Update and maintain the website as required.
- **Skills developed:** leading the creative direction of campaigns, managing social media outlets.

Graphic Designer and Marketing Coordinator

Feb. 2020 - May 2021

Islamic Society of North America Canada, Mississauga, ON

- Designed promotional material maintaining new brand standards, managed WordPress website, coordinated the release of communication to followers across Facebook, Instagram and Twitter and released regular emails and e-newsletters to subscribers.
- Supported the fundraising coordinator in developing and creating fundraising campaigns.
- **Skills developed:** leading the creative direction of campaigns, managing social media outlets.

Design Intern

July 2019 – August 2019

Entro Communications Inc., Toronto, ON

- Interned as a designer at Entro for 7 weeks. Successfully developed my skills in experiential design and prepared reports and workshop materials for clients.
- Worked collaboratively with fellow designers, creative directors, the head of research and partners at the firm.
- Skills developed: taking creative direction, Illustrator CAD tools for working in scale and communication skills.

Teaching Assistant

January 2018 – April 2019

Seneca @ York University, York, ON

- Researched typographic systems as defined by the work of Kimberly Elam and curated slide to be presented in class by the instructor.
- Provided assistance to students in second and third semester courses.
- **Skills developed:** mentoring, communication skills, empathy and time management skills

Freelance Graphic Designer

August 2017 – June 2018

Hamilton, Ontario

- Worked on a variety of freelance projects for the YMCA in Hamilton and local businesses to create brochures, posters and custom type logo design.
- Skills developed: building and maintaining client relationships, adaptability and creative collaboration

Volunteer Experience

Brand and Marketing Coordinator January 2019 – Present

Mishka Social Services, Hamilton, ON

- Managed the organization's re-brand process, including social media marketing and was responsible for designing all digital and print collateral material.
- **Skills developed:** creative direction, WordPress website design, social media planning, and time management.

Shared Journeys Project Consultant February 2017 – April 2019

*Muslim Resource Center for Social Support and Integration, London, ON
(working remotely)*

- Liaised with leaders in different Muslim communities within Hamilton to engage them in the Shared Journeys Project, culminating in my leading focus groups with Muslim leaders, the Children's Aid Society and other social service providers in Hamilton.
- This provided insight into the experiences and needs of Muslims and families of Eastern cultures upon referral to Children's Aid Society.
- Skills developed: communication skills, and leading primary research through focus groups

Volunteer Coordinator August 2015 – January 2019

Barakah Box, Hamilton, ON

- Managed over 200 volunteers on a monthly basis to ensure an adequate number of volunteers are trained and present at the food bank every month, allowing us to serve over 300 families efficiently.
- Skills developed: recruitment and training of volunteers, planning orientation programs, public speaking, and conflict resolution

Student Success Leader September 2015 – April 2016

McMaster University, Hamilton, ON

- Conducted focus groups and analyzed data from hundreds of student surveys about Orientation Week, to create a detailed report for McMaster University executives.
- Worked with a team to organize a workshop, which educated McMaster Student Leadership Conference attendees on the experiences of new immigrants.
- Conducted interviews alongside the hiring manager to assist in the selection process of the following year's Student Success Leaders resulting in a new experienced and hardworking team.
- Skills developed: teamwork, leading focus groups, data analysis, and interviewing candidate

Skills

- Proficient in the Adobe Creative Suite, in particular (InDesign, Photoshop, Illustrator, XD) on Mac or Windows
- Excellent verbal & written communication skills
- Strong interpersonal skills
- Self-starter
- Highly motivated to succeed
- Proficiency in the Microsoft suite

*good design says something.
great design changes something.*