

Sarah Mabry

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GRAPHIC DESIGN, SOCIAL MEDIA, &
BRAND DEVELOPMENT

PROFILE

A graphic designer with experience creating polished, impactful visuals for digital and print. Skilled in layout, typography, and presentation design, I specialize in transforming complex ideas into clear, engaging materials. Known for blending creativity with strategic thinking, I deliver designs that support business goals and resonate with audiences and clients.

SKILLS

Infographic Design
Presentation Design
Event Collateral Design
Event Booth Design
Social Media Creative Design
Brand Identity & Guidelines Creation
eBook Design
Print Design
Video Editing & Motion Graphics
Email Design

SOFTWARE

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Adobe Premiere Pro
Adobe Acrobat
Figma
Canva
Microsoft 365 Suite
Wordpress
Hootsuite

EDUCATION

Fine Art - B.F.A.

Savannah College of Art and Design - 2019

EXPERIENCE

SENIOR DESIGNER & SOCIAL MEDIA MANAGER

Wipro 2023 - 2025

- Instilled a scalable system for project management and design that improved efficiency, standardized output, and reduced turnaround times while ensuring consistency across creative deliverables.
- Championed a data-driven approach to campaign design, leveraging A/B testing to optimize visuals and messaging, and achieving an increase in lead conversion rates.
- Led the design and project management of creative assets including infographics, presentations, event collateral and booths, social media campaigns, brand identity systems, eBooks, white papers, video and motion graphics, and email design while ensuring strategic alignment and high-quality execution.

VISUAL DESIGNER & SOCIAL MEDIA PROMOTER

Wipro 2022 - 2023

- Designed and project managed a wide range of creative assets, including infographics, presentations, event collateral and booths, social media content, brand identity and guidelines, eBooks, white papers, video/motion graphics, and email campaigns.
- Planned and executed social media campaigns for product launches and events, growing community reach and driving traffic to key marketing initiatives.
- Revamped the company's LinkedIn page, creating a series of professional development articles that got 100+ likes each, and increased employee engagement within the first month.

GRAPHIC DESIGNER

Edgile 2021 - 2022

- Created high-impact presentations, infographics, event materials, and eBooks, elevating client deliverables.
- Designed and delivered on-brand social media graphics and promotional assets in close collaboration with marketing and product teams, driving an increase in lead-generation campaign conversions.
- Curated 100+ pieces of original visual content, including graphics and short-form videos, to align with the company's updated design system, enhancing brand recognition across platforms.