Sarah Liriano Alba

Experience & Graphic Designer

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I'm a technologically savvy professional able to design meaningful interactions & corporate brand identities that build community and solve problems creatively. A skilled communicator, storyteller, and builder of playful experiences and products with a diverse toolkit. Dynamic team collaborator, with international experience and multilingual capabilities.

Areas of Expertise

- User Experience Design
- User Interface Design
- Graphic Design
- Augmented Reality Storytelling
- Brand System / Corporate Identity
- 3D Modeling
- Animation
- Marketing and Promotions
- Rapid Prototyping
- Team Leadership
- Market Research
- Bilingual Spanish

Education

Master of Professional Studies – Interactive Telecommunications
New York University, New York, NY | *Scholarship Recipient* | 2021

Bachelor of Fine Arts – Graphic Design
School of Visual Arts, New York, NY | *Dean's List* | 2015

Professional Training
SDQ Training Center – Santo Domingo, Dominican Republic | 2018

Technical Skills

Adobe Creative Cloud Suite, Cinema 4D, HTML, CSS, JavaScript, Unity, Blender, Digital Illustration

Professional Experience

Future Colossal, New York, NY **Jul 2021 – Present**
Senior Experience Designer

- Lead design team in conceptualization, storytelling, experience design and visual aesthetics for interactive, physical spaces for major Fortune 500 companies.
- Collaborate with Creative and Physical Technologists to develop and produce experiences via multiple types of technologies and mediums like AR, transparent screens, particle effects, 360 interactive globe touch display, interactive mirrors and interactive LED displays among others.
- Clearly communicate design, vision, and creative ideology via storyboards/mood boards, sketches, and 3D modeling while delegating to designers, animators, and creators.
- Work with the client on making content understandable without compromising the dynamism of the experiences.
- Take the lead in client-facing situations and maintain successful client relationships.
- Help Project Managers determine key tasks, scope of work, estimated work hours and deadlines to maintain health of the project as well as create presentations for pitches with compelling stories and stunning visuals.
- Undergo training in Unity & Blender while simultaneously keeping up with my other professional responsibilities.
- Manage the company's website and strategically showcase our projects in the best light.
- Shoot and edit project reels highlighting the best of our projects in a dynamic and visually interesting way.

- R&D and implement processes for quick mockups and building reference / inspiration / assets libraries.
- Developed and implemented company wide Social Media, Brand and Documentation guidelines.

Tandon School of Engineering, New York, NY **2019 – 2021**
Graphic Designer & Programming Assistant

Provided graphic design for print materials, online materials, and merchandise in support of 45 different student organizations. Led the marketing for school-wide events and initiatives. Oversaw all social media accounts, communication, and outreach. Curated a weekly newsletter with 30+ submissions. Supervised the Tandon International Student Advisory Board team's efforts in event logistics, social media, and programming.

- Increased Instagram followers by 600+ and grew overall post engagements.
- Team leader for the transition to virtual operations for the Student Advisory Board team.
- Led the organization to winning recognition and improving brand imaging.
- Grew student interest and attendance at events through strategic social media and marketing initiatives.
- Integral role in the promotions and logistics of events including Convocation, Orientation, Commencement, the Women's Summit, and the Diversity Summit.

Maeno & Co, Santo Domingo, Dominican Republic **2016 – 2019**
Senior Graphic Designer

Hand-selected to re-design the company's corporate identity in line with their new business approach. This corporate redesign led to client retention and considerations from new businesses. Simultaneously designed multiple products, event experiences and displays for the corporate portfolio of 40+ clients, while offering individual custom designs based on client needs. Developed the social media strategy for clients. Directed a team of three photographers for event photoshoots including image editing, onsite illumination, and creative shot framing.

- Promoted from Junior Designer to Senior Designer due to excellent work ethic.
- Created 25 new branding suites and brand experiences for clients, both physical and virtual.
- Designed 100+ signage and window displays and 70+ stage and spatial /environmental designs for clients.
- Developed high level and detailed mockups and prototypes for mechanical invitations, stage and interior design.
- Provided UX design for clients focused on storytelling, audience engagement, lights, and music.

KB Design LLC, New York, NY **2015 – 2017**
Freelance Designer

Collaborated with mechanical and brand assets to review and approve commercial window design for high profile brands. Worked with a top creative team in branding designs. Interfaced with client and account management to ensure full satisfaction and resolve any issues proactively. Clients included: Jo Malone.

NiCE ltd, New York, NY **2015 – 2016**
Junior Designer

Created 20+ design projects from concept to production for a variety of top clients as well as 50+ designs for point-of-sale visuals and souvenirs. Collaborated with client relations teams and account managers on projects. Performed market research, designed packaging, and created brand assets to ensure full client satisfaction.

- Clients included: Coca-Cola, Head & Shoulders, Hershey's, John Adams, and SK-II.
- Pitched design concept that was developed, executed and selected to be put into market.

Awards & Honors

ROR Magazine Fall Issue 2021 - Pages 92 - 93
Estilos Magazine – Creative profile on the July edition 2016
Listin Diario Newspaper – Achievement profile 2016