

Sara Travlos

GRAPHIC DESIGNER

CONTACT

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PROFILE

I am a talented artist turned designer with a passion for creating effective visual communications. I strive to utilize my skills of creativity, design and layout in the creative process of advertising and media design.

EDUCATION

MOUNT ST. MARY'S UNIVERSITY

Bachelor of Arts | Visual and Performing Arts

Concentration | Graphic Design

Minor | General Communication Studies

August 2004 - May 2008

RECENT ACCOLADES

For a full list of accolades please visit saratravlos.com

CATHOLIC PRESS ASSOCIATION

2021 Graphic Artist/Designer of the Year

2018 Graphic Artist/Designer of the Year

MARYLAND | DELAWARE |

DC PRESS ASSOCIATION

2021 Designer of the Year

First Place Awards

Art or Illustrations

Feature Page Design

Large Print Retail Ad

News Page Design

News-driven Informational Graphics

Page 1 Design

Small Print Retail Ad

Sports Page Design

PROFESSIONAL EXPERIENCE

FREELANCE DESIGNER

Graphic and Web Designer | January 2005 - Present

STEVENSON UNIVERSITY

Assistant Director, Visual Communications | October 2021 - Present

Design, layout, present and prepare alumni magazine, Ventures • Create undergraduate admission pieces • Designed, presented and finalized the Stevenson University branding guide • Plan and art direct photography shoots • Create banners, signage, programs and mailers as needed

THE CATHOLIC REVIEW

Senior Graphic Designer | November 2014 - October 2021

Design, layout, present and prepare the monthly magazine • Create logos pertaining to editorial series • Develop and create in house advertisements • Create social media images for Facebook, Instagram and Twitter • Design media kits for advertisers • Designed, presented and finalized The Catholic Review Magazine branding • Update and maintain the Archdiocese of Baltimore's yearly directory • Package the monthly magazine for pre-press, approve and communicate with printing company during finalization • Designed, laid out, finalized and pre-pressed book publications for The Cathedral Foundation Press

SEGALL GROUP COMMERCIAL REAL ESTATE

Graphic Designer | October 2011 - November 2014

Design, present and prepare original designs for ICSC conference booth banners, instruction manuals, property brochures and email communications • Web administrator for the Segall Group's website • Research demographics and surrounding retailers and showcase them on aerial maps for specific trade areas • Update social media outlets, Facebook and Twitter • Design and maintain Black Oak Associates' website • Design and prepare marketing materials for Schwaber Holdings

BALTIMORE COUNTRY CLUB

Multimedia Communications Manager | January 2010- October 2011

Designed, presented and prepared original designs for monthly newsletters, marketing upcoming events and programs, handbooks, manuals, event materials and certificates • Designed materials for the Food & Beverage department including menus, buffet signs, cocktail menus and coffee bar menu • Updated the Club's website and member database • Prepared the weekly communications email newsletter • Photographed the Club's surroundings and events • Packaged projects for pre-press and communicated with printing companies during the printing process

CHURCH OF THE NATIVITY

Graphic Designer | May 2005 - September 2010

Designed and prepared original designs for brochures, pamphlets, t-shirts and program scenery • Promoted upcoming events and programs • Created still images for video • Recorded weekly ministry Podcasts • Arranged overview meetings • Assembled program scenery • Packaged projects for pre-press and communicated with printing companies during the printing process

SOFTWARE PROFICIENCY

Adobe Illustrator ●●●●●●
Adobe InDesign ●●●●●●
Adobe Photoshop ●●●●●●
Dreamweaver ●●●●●●
Final Cut ●●●●●●
Microsoft Office ●●●●●●
iWorks ●●●●●●

ABILITIES

Branding
Editorial Design
Graphic Design
Illustration
Photography
Print Design
Web Design