



sarhtarquin.com | smtarquin@gmail.com

Graphic designer specializing in branding and publication design, developing cohesive visual systems across print and digital platforms. Rooted in a multidisciplinary art practice, I bridge conceptual thinking with purposeful, tactile design.

Education

BFA, Art and Design (Studio Art)

California Polytechnic State University, San Luis Obispo | 2026

Experience & Major Projects

Advertisement Consultant

Backcountry Squatters | Apr–Sept 2025

- Designed advertising campaign for annual nationwide fundraiser (Sasquatch Skedaddle)
- Developed cohesive promotional assets across print and digital platforms
- Expanded brand visibility efforts across college campuses nationwide

Brand Design Internship

InnSure | Jun–Sept 2025

- Created comprehensive brand identity guide to strengthen visual cohesion
- Developed standards for logo usage, typography, and color systems
- Produced marketing-ready brand documentation for internal team use

Marketing & Social Media Internship

CASE Consultants International | Jun–Sept 2024

- Maintained and updated company website content
- Designed graphics and scheduled blog/social media campaigns
- Conducted research on sustainability and climate initiatives to inform content strategy

Web Designer

SalesPlayX | Jun–Sept 2024

- Designed and developed company website following rebrand
- Improved SEO structure and strengthened brand consistency
- Collaborated with leadership to align web presence with product messaging

Roots Magazine Launch

Cal Poly Library Collection | Jan 2026

- Designed and launched a two-edition publication focused on sustainable living and waste reduction
- Conducted research on food systems and seasonal practices to inform editorial content
- Developed complete editorial system including typography, grid structure, and print-ready production files

Graphic Design Director

Thrift Cal Poly Club | Jan 2023–Aug 2025

- Directed visual strategy for campus-wide campaigns and promotional materials
- Designed print and digital assets for events and community partnerships
- Collaborated with local businesses and organizations on co-branded initiatives

Art Awards & Gallery Shows

VajJanuary

The Bunker Gallery, San Luis Obispo | Jan 2026

Art For All / Art After Dark

The Bunker Gallery, San Luis Obispo | Nov–Dec 2025

First Place Award, 2D

Cal Poly Student Juried Art Show | March 2025

Practical & Professional Skills

Design: Brand Identity, Editorial Design, Typography, Campaign Development, Web Design

Professional: Client communication, Collaborative workflow, Print production, Production management

Technical Skills

Adobe Creative Suite: InDesign, Illustrator, Photoshop

Figma

HTML/CSS (foundational)

Webflow