



SARAH TARQUIN

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Brand & UX Designer

About Me

I am a Branding and publication-focused designer with interest in typography, print, and cohesive visual systems that extend across physical and digital spaces. I thrive in collaborative environments where I can be fluid between conceptual development and hands-on process.

Education

California Polytechnic State University, San Luis Obispo
BFA Art & Design | 2026

Santa Reparata International School of Art (SRISA)
Florence, Italy | 2025

Relevant Skills

Brand Identity

Editorial Design

Web Design

Adobe Creative Suite:

InDesign, Illustrator,

Photoshop

Figma

HTML/CSS

Webflow

Data Visualization

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

Experience & Projects

Advertisement Consultant

Backcountry Squatters | Apr–Sept 2025

- Designed advertising campaign for annual nationwide fundraiser.
- Developed promotional assets across print and digital platforms.
- Expanded brand visibility efforts across campuses nationwide.

Brand Design Internship

InnSure | Jun–Sept 2025

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

- Created website with an updated visual identity to create a more cohesive and engaging brand experience..
- Refined typographical hierarchy, layout systems, and interactive hierarchy to improve clarity and usability.

Roots Magazine Launch

Cal Poly Library Collection | Jan 2026

- Designed and launched a two-edition publication focused on sustainable living and waste reduction.
- Developed a complete editorial system including typography, grid structure, and creating physical copies.
- Featured in a permanent collection, critiqued by professionals.

Graphic Design Director

Thrift Cal Poly Sustainable Entrepreneurship | Jan 2023–Aug 2025

- Directed visual team for campus-wide events and promotional materials.
- Designed print and digital deliverables for events and community engagement.

Sales Associate & Customer Service

REI | May 2025 - June 2026

- Maintained visual merchandising standards to support brand consistency and sales strategy.
- Observed customer behavior to better understand consumer decision-making and brand interaction.