

# SABRINA VIRTUSIO

## Digital Designer

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### PROFESSIONAL EXPERIENCE

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#### Catalist - Recruiting Platform Startup

Dublin, CA (Remote)

##### Product and Branding Designer

2024-Present

- Launched an MVP that revitalizes the way our clients do recruiting within a three-month time period
- Onboarded 10 clients within the first month post-launch
- Crafted comprehensive user flows to automate communication with candidates, reducing the workload on hiring managers - our target clients
- Provided additional digital design support, including web and graphic design, for our clients
- Spearheaded strategy for our company's branding, as well as created all key design assets

#### United Energy Services

Gainesville, FL (Remote)

##### User and Team Experience Director

2022-2023

- Curated end-to-end user flows to optimize our user and team onboarding process, increasing sales and productivity
- Collaborated closely with sales team to implement detailed branding strategies in physical and digital media
- Produced all digital and physical products for our several social media platforms or for use in the field by our team
- Created a responsive website using Wordpress that appears within the first page of search engine results pages (SERPS)

#### E-commerce Art Shop

Remote

##### Business Owner

2019-Present

- Owns and manages an e-commerce website selling my illustrations as stickers and apparel
- Designed website and product packaging
- Marketing is mainly done through Instagram reels and posts with our reach achieved organically
- Generated a 500% increase in sales following our first year in business

### EDUCATION

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#### SONOMA STATE UNIVERSITY

Rohnert Park, CA

*Bachelor of Science, Major in Business Administration, Concentration in Marketing*

2016-2019

#### ACADEMY OF ART UNIVERSITY

San Francisco, CA

*Full-Time Architecture Student Athlete*

2015-2016

### ADDITIONAL INFORMATION

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- Technical Skills: HTML/CSS, Adobe CC, Figma, Wireframing, Excel, Shopify, Wordpress
- Awards: SSU *cum laude* (2019), SSU School of Business Dean's List (2017-2019), SSU Women's Golf Team Captain (2017-2019), Academic All-American (2018, 2019), WGCA All-West Region Honors (2018)