

SARA SOKOOT

Graphic Designer | Branding & Visual Identity | Print & Digital Design

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PROFILE

Graphic Designer with a **Master's degree** and **3 years of Canadian experience**, plus additional international experience in branding, visual identity, print design, digital graphics, and social media content. Experienced in working with **Indigenous organizations, government-related projects, schools, and community-focused clients**. Skilled in creating professional layouts, marketing materials, packaging, catalogs, signage, presentations, and promotional designs. Proficient in **Adobe Illustrator, InDesign, Photoshop, Canva, CapCut, and AI-assisted media creation tools** to produce clear, creative, and high-quality visual content for print and digital platforms.

CORE SKILLS

- Layout Design & Information Hierarchy
- Typography & Colour Theory
- Adobe Illustrator, InDesign & Photoshop
- Canva
- CapCut
- AI-assisted Media Creation
- Web & Digital Graphics
- Brand Systems & Visual Identity
- Print Production & Prepress
- Packaging & Catalog Design
- Photo Editing & Digital Photography
- Social Media Content Design
- Marketing Materials Design

PROFESSIONAL EXPERIENCE

Graphic Designer | Mallon's Promotional Products, Ontario, Canada

2023 – 2026

- Design a wide range of printed and digital materials including brochures, catalogs, signage, posters, banners, apparel graphics, and large-format promotional pieces.
 - Translate complex information into clear layouts that prioritize legibility, hierarchy, and user experience across different formats.
 - Prepare production-ready files for print vendors, screen printing, embroidery, DTG, DTF, and large-format presses while ensuring technical accuracy and colour consistency.
 - Maintain brand standards for corporate, educational, and community clients including Lakehead University, First Nations organizations (NAN, MATAWA, ONWA), and local sports teams.
 - Collaborate daily with production, sales, and marketing teams to meet tight deadlines in a high-volume environment.
 - Manage artwork libraries, naming conventions, and workflow through ShopWorks to support efficient project turnaround.
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Senior Graphic Designer | Jute Cosmetics

2020 – 2022

- Developed cohesive brand materials including catalogs, brochures, posters, packaging systems, labels, and marketing assets.
 - Designed motion graphics and social media visuals to support product launches and digital campaigns.
 - Oversaw print production, ensuring accuracy in colour, layout, and packaging specifications.
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Graphic Designer | Uniti by Babak Vosoughi

2018 – 2020

- Designed catalogs, promotional materials, event graphics, and visual assets for international fashion exhibitions.
 - Produced digital content and maintained consistent branding across online platforms.
 - Handled detailed photo editing for fashion and promotional imagery.
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Graphic Designer | Mehran Pack

2017 – 2018

- Created packaging designs for chocolate, coffee, and snack products, balancing visual appeal with functional production requirements.
 - Worked closely with print vendors to ensure accurate dielines, colours, and final output.
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SELECTED PROJECTS

- **Mallon's Promotional Products** – Designed promotional catalogs and signage for community organizations, universities, and First Nations groups. Produced large-format graphics, apparel layouts, and brand materials.
 - **Jute Cosmetics** – Developed packaging and marketing systems for multiple cosmetic lines; created cohesive identity across print and digital touchpoints.
 - **Uniti** – Designed catalogs and promotional materials for international fashion shows, focusing on clear visual flow and brand identity.
 - **Freelance** – Produced logos, packaging, and digital assets for clients internationally.
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EDUCATION

Master's Degree in Graphic Design

Azad University, Tehran, Iran — GPA 3.95/4.0 (2017–2019)

Bachelor's Degree in Fashion Design

Shariaty Technical University, Iran — GPA 3.8/4.0 (2010–2013)

ADDITIONAL

- Strong understanding of production constraints, sight lines, legibility, and colour contrast for signage, wayfinding, and transit communication.
- AI-assisted media creation and visual content improvement.
- Comfortable managing multiple deadlines, shifting priorities, and high-volume design workflows.
- Excellent communication skills with experience working with diverse communities and stakeholders.