



art director

sarakway.com
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education

University of Texas at Austin

B.S. in Advertising, Texas Creative, Moody College of Communication
Business Minor, McCombs School of Business
Class of Spring 2021

experience

Junior Art Director

BBDO New York | December 2021 - Present
Concepting and art directing campaigns for the Bacardi and Mars brand portfolios, and more

Creative Intern

BBDO New York | June 2021 - December 2021
Virtual internship working on the Mars account for brands including Snickers and Pedigree

Freelance Graphic Design & Illustration

Freelance | June 2020 - March 2022
Social media brand building, illustration, and design work for clients through Traits Agency and for Crystal Streets Jewelry

MAIP Virtual Engagement Program

MAIP | Summer 2020 & 2021
Worked with other multicultural advertising students on group projects, and participated in professional development courses and art direction discipline trainings

Art Director

Texas Creative | Jan 2019 - May 2020
Concepted and executed integrated campaigns with fellow art directors and copywriters in UT's creative portfolio program

**awards +
skills**

2020 ADDY Award Winner (1 Best of Show, 3 Gold)
MAIP Fellow 2020 - 2021
Fluent in Adobe Suite
Not fluent in Japanese but trying very hard