

# SARA BRODERICK

designagoodidea.com

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## EXPERIENCE

Lead Graphic Designer, 2006-Present  
A Southern Season, Chapel Hill, NC  
Identity development, packaging, publications,  
catalogs, photography, advertising, commercials,  
newsletters, web design and development.

Freelance Designer/Developer, 2007-present  
Design: A Good Idea, Durham, NC  
Identity, publications, advertising,  
web design and development

Administrative Assistant, 2008-2009  
South Estes Farmers' Market, Chapel Hill, NC  
Identity design and development; website design,  
development, maintenance and management;  
email newsletters; attend markets and  
facilitate communication with sponsors.

Graphic Designer, 2006  
Independent Weekly, Raleigh, NC  
Designed display ads for local businesses,  
photo touch-up, maintain graphic archives.

Lead Graphic Designer, 2005-2006  
Harper Arts, Carborro, NC  
Designed t-shirts, set-up, and production.

Graphic Design Internship, 2003-2004  
Design Center, WMU, Kalamazoo, MI  
Identity development, web design

## TECHNOLOGY

Adobe Creative Suites, Mac or PC

## EDUCATION

Certificate Web Development, 2009-Present  
Art Institute Online, Phoenix, AZ

BFA Graphic Design Program, 2000-2004  
Western Michigan University, Kalamazoo, MI

Design Software, 1999-2000  
Kellogg Community College, Battle Creek, MI

Sculpture, Art History, Liberal Studies, 1998-1999  
San Francisco State University, San Francisco, CA

Liberal Arts Studies, 1996-1997  
Ambassador University, Big Sandy TX