



sabrina colonese dibello

PROFESSIONAL SUMMARY

Digital Designer, motivated and enthusiastic, whose passion is creative problem solving and strategy through intuitive design. Art and creativity inspires me to produce innovative social media and advertising campaigns for diverse brands in all markets. Brand familiarity, awareness and brand loyalty inspires my creativity and dedication every day. I am motivated by collaborating, talking through ideas with teammates, and being surrounded by others excitement. My fresh perspective and insight into people's emotional responses drive my work. Helping target audiences showcase their personality and personas in customized unique ways is my strength.

 203-415-6545

 sabinacolonesedibello.com

 sabrinacdx@gmail.com

PROFESSIONAL EXPERIENCE

UX/UI & DIGITAL DESIGNER MARCH 2021-PRESENT

BJs Wholesale, July 2020–Present

- Contribute to digital department team which drove \$1 billion in digital demand in 2021
- Redesigned 15+ responsive user interfaces of existing experiences within BJs.com to improve user journey
- Initiated user research, google analytics, current UX/ UI trends and leverage Baymard research to measure and enhance user's e-commerce experience
- Developed consistent design process including user feedback, competitive analyses, personas, wireframing, information architecture, mockups, and prototyping
- Collaborate with designers, developers, App team and marketing department to establish and maintain digital creative direction
- Assist Art Director in product photography photoshoots for BJ's own brands online presence

E-COMMERCE GRAPHIC DESIGNER JULY 2020-MARCH 2021

BJs Wholesale, July 2020–Present

- Created category landing pages and mini-sites for 10+ calendar holidays
- Designed assets for the homepage, landing pages, email, and site banners
- Retouched and edited product images for BJs.com
- Assisted with homepage redesign and created a style guide and design rules for BJs.com
- Led the redesign of existing BJs.com experiences

SOFTWARE

EXPERT

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Lightroom
Sketch
Figma
Invision

FAMILIAR WITH

Adobe Premier Pro
After Effects
Microsoft Office
Sublime

SKILLS

PROFICIENT IN

Photography
Videography
Design thinking
Creative strategy
Wireframing
Prototyping
User Research

FAMILIAR WITH

HTML
CSS

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PROFESSIONAL EXPERIENCE

DIGITAL COORDINATOR

Integrated Marketing and Communications Office,
Quinnipiac University, Hamden, CT. March 2019–May 2020

- Launched the Quinnipiac University TikTok account and engaged in trends
- Established a brand identity for Quinnipiac University's social media
- Managed, planned, and organized content for Instagram, FaceBook, Twitter, QU.edu and YouTube
- Recorded and analyzed social media engagement, impressions, reach, clicks, performance, and conversion rates

MARKETING AND GRAPHIC DESIGN INTERN

Edible Arrangements, June–August 2018

- Designed in-store printed material for new products and seasonal campaigns
- Created digital assets for social media, ediblearrangements.com and digital signage
- Presented prospective design concepts for upcoming campaigns

SELECTED MEMBER OF THE AGENCY

Quinnipiac University, January–December 2019

A student-run interdisciplinary firm, specializing in Public Relations, Graphic Design, & Advertising + Integrated Communications.

- Worked with brands including Peanuts/Dunkin' and ReThink Foods to define and create branding
- Conducted market research for Lego's Lego Club Magazine

AWARDS

OUTSTANDING ACHIEVEMENT IN GRAPHIC AND INTERACTIVE DESIGN 2020

"Sabrina Colonese-DiBello is the recipient of the Outstanding Achievement in Graphic and Interactive Design. This honor is presented to a graduating senior in GID who has shown academic achievement, community engagement, and a high standard of creativity and innovation. Her clear mastery of design research, methods, and techniques across all mediums, has been complemented by her strong leadership in the Quinnipiac community. Examples of this leadership ability include leading teams in The Agency within the School of Communications, serving as Digital Coordinator for QU's Integrated Marketing Communications, and being part of the national Bateman Competition. She radiates positivity, optimism, and determination, making her an ideal team member throughout her four years at Quinnipiac, as well as at her lucky future employer."

-Courtney Marchese, *Graphic Design Professor at Quinnipiac University*

EDUCATION

Quinnipiac University

May 2020

BA Graphic + Interactive Design

BA Advertising +
Strategic Communications

Lambda Pi Eta- National
Communications Honor Society

Dean's List

2016-2020

Graduated Magna Cum Laude