

sabrina
colonese
dibello

PROFESSIONAL SUMMARY

As a music industry focused creative currently pursuing my Master's in Design for Art Direction from the University of the Arts London, with an expected graduation in December 2024, my passion lies in strategic design where creativity meets brand resonance. I draw inspiration from the artistry of fashion, crafting pioneering campaigns that captivate diverse audiences. Brand loyalty and awareness are my driving forces, infusing my work with unwavering dedication. Collaboration with like-minded peers and the shared enthusiasm of a team invigorate me. My unique perspective, deeply rooted in a profound understanding of emotional responses, forms the core of my creative direction. I excel in empowering audiences to express their unique style through bespoke, trend-setting approaches. With a proven record of visionary leadership, I'm ready to elevate creative strategy in the fashion world, pushing the boundaries of brand excellence.

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PROFESSIONAL EXPERIENCE

WEB & DIGITAL DESIGNER

DraftKings, August 2022–Present

- Designing dozens of landing pages resulting in visually engaging and user-friendly web experiences that boost engagement and conversions.
- Upholding and enforcing the brand integrity of DraftKings across all design platforms, ensuring a consistent and recognizable brand identity.
- Spearheading the update of the design system library, enhancing design consistency, streamlining collaboration, and aligning with the latest design trends and user expectations.
- Conduct workshops to educate graphic designers in utilizing Figma for effective design collaboration and instructing on building landing pages, fostering a more proficient and cohesive design team.
- Successfully managing a web designer and UX interns, providing guidance and mentorship to enhance their skills and contributing to the team's overall productivity and success.

UX/UI & DIGITAL DESIGNER

BJs Wholesale, July 2020–August 2022

- Utilized Trend Awareness to contribute to a \$1 billion boost in e-commerce demand in 2021 with user-centric designs.
- Applied Problem-Solving to revamp 15+ responsive user interfaces, aligning with current UX/UI trends for an improved e-commerce journey.
- Demonstrated Consumer Understanding by optimizing the e-commerce user experience using data-driven design insights.
- Showcased Digital Proficiency by establishing a user-focused design process, including user feedback, competitive analysis, and prototyping.
- Collaborated seamlessly across teams to unify the digital creative direction.
- Assisted the Art Director in product photography for a compelling digital brand presence, highlighting Photography and Video Production skills.

EDUCATION

University of the Arts London
MA Design for Art Direction

December 2024

Quinnipiac University

BA Graphic + Interactive Design
BA Advertising +
Strategic Communications

Lambda Pi Eta- National

Communications Honor Society

Dean's List

Graduated Magna Cum Laude

SOFTWARE

EXPERT

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Lightroom
Sketch
Figma
Invision
Hootsuite

FAMILIAR WITH

Adobe Premier Pro
After Effects
Sublime
Blender
Google Analytics

SKILLS

PROFICIENT IN

Photography
Videography
Design thinking
Creative strategy
Wireframing
Prototyping
User Research
Brand Development

FAMILIAR WITH

HTML
CSS
Letterpress
3D Printing
Risograph Printing
Printmaking

PROFESSIONAL EXPERIENCE

DIGITAL COORDINATOR

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

- Launched the Quinnipiac University TikTok account and leveraged trend awareness to boost brand visibility
- Established a distinct brand identity for Quinnipiac University's social media, showcasing a deep understanding of platform-specific features and best practices.
- Managed, planned, and organized content for Instagram, Facebook, Twitter, QU.edu, and YouTube to maintain a cohesive online presence.
- Recorded, analyzed, and optimized social media metrics, including engagement, impressions, reach, clicks, performance, and conversion rates, to enhance content effectiveness and drive results.

MARKETING AND GRAPHIC DESIGN INTERN

Edible Arrangements, Wallingford, CT. June–August 2018

- Assisted the design team in creating visual content, including graphics, images, and layouts.
- Contributed to the development and design of marketing materials, such as brochures, posters, and digital assets.
- Gained proficiency in the Adobe Creative Suite
- Helped maintain brand consistency across various design projects.
- Collaborated with senior designers to refine and enhance design concepts.

SELECTED MEMBER OF THE AGENCY

Quinnipiac University, Hamden, CT. *January–December 2019*

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

- **Peanuts & Dunkin' Donuts - 70th Anniversary Brand Collaboration** Project to commemorate the 70th anniversary of Peanuts and Dunkin' Donuts.
- **Lego - Market Research** Conducted comprehensive market research for the iconic brand Lego.
- **American Council on Education (ACE) Women's Network CT - Website Redesign** Led a website redesign project for the ACE Women's Network CT, enhancing their online presence.
- **ReThink Foods - Branding and Logo Design** Spearheaded branding and logo design initiatives for ReThink Foods, leaving a lasting mark on their visual identity

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

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