

SABRINA LODATO

PHONE

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EMAIL

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EDUCATION

SUNY New Paltz (2018-2022)
Bachelor of Fine Arts Graphic Design

Major GPA: 3.75

Minor
Business Administration

NYU Tandon Bridge to Computer
Science (Winter 2025)

New York University (2025-Present)
Masters of Science in Computer Science

SKILLS

Adobe Creative Suites

Figma

UX/UI Design

Branding & Identity Design

Microsoft Office

HTML/CSS

C++

Wireframing & Prototyping

Data Visualization

Motion Graphics

Visual Storytelling

Print & Digital Design

AWARDS

Honors Program at State University
of New York at New Paltz

Beta Gamma Sigma International
Business Honors Society

Dean's List for eight (8)
consecutive semesters

PORTFOLIO

sabrin lodato.com

OBJECTIVE

Creative and detail-oriented Visual Designer based in New York, with expertise in Adobe Creative Suite, Figma, UI/UX design, HTML/CSS, branding, social media marketing, motion graphics, C++, and data visualization. Experienced in developing purposeful, engaging design solutions across digital and print platforms. Skilled at transforming complex concepts into clear, impactful visuals with a strong focus on storytelling that informs, inspires, and connects. Passionate about blending design and technology to craft user-centered experiences and elevate brand presence. Adept at collaborating across teams to deliver strategic, visually compelling solutions in fast-paced, deadline-driven environments.

EXPERIENCE

Scholastic | New York NY | September 2022 ~ Present

Associate Visual Designer

Responsible for developing and executing design solutions across eCommerce and editorial websites, promotional campaigns, weekly newsletters, and social media channels. Managed both conceptual and production design tasks while applying user-centered design best practices and industry-standard tools. Created digital assets including email newsletters, web graphics, and social content. Played a key role in creative strategy—leading moodboards, concept development, and style guides. Collaborated with and supported lead UI/UX designers on product design projects, contributing to the Scholastic UI Pattern Library by creating and testing components, workflows, and documentation in Figma. Regularly participated in team meetings, presented work to stakeholders, and ensured timely, effective design solutions aligned with project goals. Working in a dual role in both visual and UI/UX design allows for seamless integration of brand storytelling with functional, accessible, digital experiences, bridging the gap between design and development to deliver cohesive journeys across platforms.

The Sojourner Truth Library | New Paltz NY | January 2022 ~ May 2022

Graphic Design and Social Media Marketing Intern

Developed and executed digital content and social media graphics to promote library programs, student services, and campus-wide initiatives, maintaining visual consistency across platforms. Collaborated with the Student Association to design digital campaigns that boosted student engagement and outreach. Partnered with student organizations, academic departments, and campus groups to create promotional materials aligned with university branding. Conducted audience research and user feedback sessions to refine campaign tone, style, and content. Managed digital content calendars to ensure timely asset delivery for both live and virtual events. Participated in strategic planning with student leaders and faculty advisors to align visual communication efforts with institutional goals.

The United Nations Sustainable Development Solutions Network | New York NY | October 2021 ~ May 2022

Graphic Design and Web Developer Intern

Led the end-to-end development of a new brand identity for the FABLE Consortium, including logo design, typography, and a scalable design system to ensure cohesive experiences across platforms and mediums. Conducted competitive analysis and UX research to guide brand and UI decisions. Created user flows, wireframes, and high-fidelity prototypes in Figma, aligning designs with accessibility standards and UX best practices. Collaborated with stakeholders to translate complex goals into intuitive solutions that support content discovery and engagement to ensure seamless developer handoff. Supported front-end development and designed optimized UI components for the World Happiness Report website, focusing on usability, accessibility, and data visualization. Participated in iterative design reviews to refine and improve the user experience.