



SARA LIM

smlvizcomms@gmail.com

I design, I draw, and I create.

<https://portfolio.smlvizcomms.com/>

PROFESSIONAL SUMMARY

I'm a visual designer with a background in ethnic studies who specializes in branding, print, and telling stories through design.

EXPERIENCE

Graphic Design Intern | Folks Creative

10/2025 - Ongoing

- Worked to meet client needs and deadlines with quick turnarounds and attention to detail, maintained client websites, Created and delivered brand materials, assets and working files.

Graphic Designer | Impact Design Hub

01/2024 - 05/2024

- Worked in a team to meet the design needs of nonprofit LoveSetMatch to rebrand. Researched brand and clientelle, presented to client, created new logo and delivered files.

Intern | Asian American Studies Pathways Project

03/2024 - 05/2025

- Initiated and supported projects such as events and workshops focused on community building, while fostering strong relationships between various parties.

- Rebranded the project with a new logo, variations, and design style reflected on the social media.

Assistant & Peer Mentor | CSUN Mentorship Program

06/2023 - 04/2024

- Led event planning and organization, provided peer support to promote belonging and success, Managed the social media which included making branded assets, printed flyers, and digital advertisements.

EDUCATION

California State University Northridge - Northridge, CA

Bachelors of Arts: Communication Design Bachelors of

Arts: Asian American Studies

SKILLS

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Basic HTML/CSS

Procreate

Canva

Adobe Express

Adaptability

Communication

Creative Strategy

Cultural Sensitivity

LANGUAGES

Spanish

Basic

Chinese (Mandarin)

Basic Spoken

Chinese (Teochew)

Conversational Spoken