

# FALON SABEH

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## Brand & Marketing Designer

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### PROFESSIONAL SUMMARY

Brand & Marketing Designer with experience supporting public-sector and organization-wide initiatives through digital, web, and print design. Specializes in translating complex information into clear, accessible visual systems for large and diverse audiences. Experienced in WordPress, UX-informed layouts, accessibility-forward design, and managing multiple projects while maintaining quality and brand consistency.

### CORE SKILLS

**Design & Tools:** Adobe Creative Cloud, Figma, Typography, Brand Identity, Campaign Assets, Web Design, WordPress

**Strategy & Execution:** UX Principles, Accessibility (WCAG), Information Design, Visual Hierarchy, Project Management, Cross-Functional Collaboration

### PROFESSIONAL EXPERIENCE

#### Brand & Digital Designer – Public Sector Organization (2002–2022)

- Designed and maintained brand-aligned WordPress websites and digital communication assets used across multiple departments.
- Created visual communication materials that reduced recurring user errors by approximately 15%.
- Translated complex workflows into accessible visual guides for non-technical audiences.
- Produced digital and print marketing assets supporting organization-wide initiatives.
- Designed centralized digital systems that streamlined workflows, saving approximately 200 hours annually.
- Applied UX and accessibility best practices to ensure clarity, readability, and inclusivity.
- Managed multiple concurrent design projects while maintaining brand consistency and quality.

### SELECTED PROJECTS

- Information Design System – Simplified complex processes into clear visual references.
- Centralized Digital Resource Hub – Improved efficiency through standardized digital resources.
- Website Design & Maintenance – Ensured accessibility, brand alignment, and usability.

### EDUCATION

**Bachelor of Arts in Graphic Design & Media Arts – Southern New Hampshire University, 2025 (Summa Cum Laude)**

### HONORS & AFFILIATIONS

National Society of Leadership and Success (NSLS) – Member