







UrSa

graphic design

-  ursadesign.net
-  usaadeh.design@gmail.com
-  440.420.1797
-  [ursula-saadeh](https://www.linkedin.com/in/ursula-saadeh)
-  [ursula-saadeh](https://www.behance.net/ursula-saadeh)
-  [ursa.graphicdesign](https://www.instagram.com/ursa.graphicdesign)

EDUCATION

- Baldwin Wallace University** Berea, Ohio
Bachelor of Arts (B.A.)
Digital Media & Design: Graphic Design
Minor: Marketing
Diploma expected 2025
- GPA: 4.0
 - Dean's List, all semesters
 - Dayton C. Miller Honors Society
 - Michael Keith Dwyer Art Award
 - Honors Program

SOFTWARE

- | | |
|-----------------------|--------------|
| Adobe Creative Cloud: | HTML5 & CSS3 |
| • Illustrator 2024 | Bootstrap 5 |
| • InDesign 2024 | JavaScript |
| • Photoshop 2024 | Python |
| • Lightroom Classic | WordPress |
| • XD | Hubspot |
| Google Suite | Asana |
| Microsoft Office | Esko |
| Mailchimp | Basecamp |
| Foundations for Email | Canva |
| Meta Business Suite | Procreate |

CAPABILITIES

- | | |
|-----------------|--------------|
| Communication | Design |
| Leadership | Photography |
| Teamwork | Marketing |
| Time Management | Business |
| Design Thinking | Coding |
| Adaptability | Organization |

CERTIFICATIONS

- HubSpot:
- Digital Advertising, exp. 02/2025
 - Digital Marketing, exp. 02/2025
 - SEO, exp. 02/2025
 - Social Media Marketing, exp. 05/2026
 - Email Marketing, exp. 05/2026

URSULA SAADEH

graphic designer

Graphic designer with marketing background dedicated to creating design solutions that drive brand success through print and web design, packaging, and social media.

WORK EXPERIENCE

Shurtape Technologies, LLC Avon, Ohio

Graphic Design Intern | May 2024–Aug 2024

- Updated existing packaging graphics for Duck Brand, Frog Tape, and T-Rex Tape
- Constructed sample mockups of packaging and promotional materials for final approval
- Designed promotional materials for social media and trade shows
- Collaborated with interns to film social media content for Duck and Frog Tape brands

Hive Design Group at Baldwin Wallace University, Berea, Ohio

Graphic Designer | Mar 2023–Present

- Develop logos and brand identities for various clients in the Cleveland area, such as City Pet Veterinary Urgent Care and Friends of the Conservatory
- Build, refresh, and write content for websites and create digital marketing materials

Freelance Cleveland, Ohio

Photographer | Mar 2023–Present

- Photograph plays and events for BW Conservatory of the Performing Arts and BWU Prism
- Photograph headshots and portraits for BW students and Cleveland residents

The Exponent at Baldwin Wallace University, Berea, Ohio

Director of Social Media | May 2023–Present; Social Editor | Sept 2022–May 2023

- Promoted to senior position within one year for superior performance and dedication
- Define, manage, and implement roles for social editors on Facebook, Instagram, TikTok, Threads, and X (Twitter) to maintain daily posting schedule using Google Calendar
- Design branded posts promoting articles to increase engagement and website traffic

Photographer | Sept 2022–Present

- Capture event images to be published with articles and on social media

Staff Writer | Sept 2021–Present

- Write articles bi-weekly about campus events, especially within the Conservatory of Performing Arts, by interviewing BW faculty and students

First Year Experience and Orientation at Baldwin Wallace University, Berea, Ohio

Peer Leader | Aug 2022–Present; Week of Welcome Leader | Aug 2023 and 2024

- Support an average of 17 first-year students in their transition from high school to college
- Meet with students one-on-one for personalized support and encourage involvement
- Collaborate with FYE instructor in teaching students about BW campus
- Assist in organizing events for first-year students to welcome them to the university

Kohl's Fairview Park, Ohio

Seasonal Part-Time Retail Sales Associate | June–Aug 2022, Dec 2022–Jan 2023

- Maintained sales floor by recovering and stocking merchandise
- Assisted 30+ customers per day with sales transactions and by locating merchandise

LEADERSHIP EXPERIENCE

BW Book Jackets at Baldwin Wallace University, Berea, Ohio

President & Co-Founder | Aug 2022–Present

- Founded student organization intended to foster a community of readers
- Interact with university administration and student government about organization needs
- Collaborate with Executive Board to plan meetings, events, and fundraising