

# NOAH SERRA

## WORK EXPERIENCE

### Kean University

August 2025 - Current

Kean P.U.L.S.E. Media Team Graphic Designer

- Collaborate with a cross-functional media team to support campus-wide event advertising and marketing.
- Produce print and digital materials including posters, merchandise, flyers, and digital graphics for student events and initiatives.
- Contribute design solutions and creative content ideas to enhance organization visibility and student engagement.

### Creative Strategist

January 2026 - Current

New York Yankees × Kean University

- Selected to collaborate on a cross-disciplinary team developing two 360° social media campaigns for the New York Yankees.
- Analyzing real-time fan sentiment across platforms including TikTok, X, Instagram, Facebook, and Reddit.
- Translating fan insights into actionable strategies around player popularity, promotions, concessions, and in-stadium experiences.
- Supporting development of design assets and final pitch deck to be presented at Yankee Stadium to Executives.

### Community Design Contributor

January 2026 - Current

The Happiness Collaborative | Kean University

- Participating in a learning studio focused on designing branding and graphic elements for real-world experiences and locations.
- Developing brand touch points, visual systems, and experiences for community-centered environments.
- Utilizing Design to create experiences intended to foster happiness, belonging, and emotional well-being.

### Simply Glowing

June 2022 - July 2025

Receptionist/Manager

- Supervised and independently managed store during shifts.
- Provided personalized customer service, addressing concerns with clear communication and problem-solving.
- Educated clients on proper tanning techniques and safety precautions.

### Freelance Graphic Designer

May 2024 - September 2024

NOSS Exterior Detailing

- Designed company logo, business cards, branded apparel, illustrations, and established a cohesive brand identity.
- Collaborated directly with the client to transform their vision into engaging visuals.

## CONTACT

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<https://www.noahserra.com>

## EDUCATION

2023 - May 2027

Kean University

- BFA: Graphic Design and Minor in Marketing
- Presidential Honors Scholarship
- Deans List (3.6 GPA)

## DESIGN AND CREATIVE SKILLS

- Branding & Identity Design
- Packaging & Print Design
- Illustration & Visual Storytelling
- Digital & Social Media Content Creation
- Photography & Photo Editing

## TECHNICAL SKILLS

- Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Adobe Express)
- Microsoft 365 Suite (Word, Powerpoint, Excel, Teams)
- Figma, Canva, Capcut

## STRENGTHS & INTERESTS

- Marketing Strategy and Audience Targeting
- Project Management and Time Management
- Client Communication and Collaboration
- Bilingual: English and Portuguese | Conversational Spanish
- Interests: Nature, Fashion, Photography, Music