



Sarita Narayanswamy

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EDUCATION

University of Colorado Boulder (GPA: 3.86)

August 2019 - May 2024

Bachelor of Arts in Music: Vocal Performance | Minor in Creative Technology & Design

Minor in Business

Certificates in Music Technology and Music Entrepreneurship

National University of Singapore (NUS)

January 2022 - May 2022

Spring semester Study Abroad

PROFESSIONAL or RELEVANT EXPERIENCE

Fiske Planetarium - Social Media Specialist

June 2023 - Present

- Design and execute social media campaigns on Facebook and Instagram, resulting in ~500% increase in engagement across platforms
- Create digital media including reels and posts by often using self-shot and edited photo and video content as well as self-recorded voice overs for marketing purposes; Instagram content has increased viewership by 6x
- Ideate and launch planetarium music laser shows and create all digital media including posters and social posts through Photoshop and Illustrator

Freelance - Graphic Designer

January 2022 - Present

- Design commissioned logos for paying customers
- Communicate and meet with customers numerous times to understand design needs and make desired adjustments
- Experienced with iterative processes and incorporating feedback to improve design to meet customer needs

Fiske Planetarium - Graphic Designer

May 2021 - January 2022

- Designed marketing materials, show posters, music marketing materials, animations, large scale printing, website icon designs, and membership marketing materials
- Ideated music laser shows and created setlist/ visual marketing – Glass Animals music show generated \$50k + in revenue over a two year runtime
- Primarily used Photoshop and Illustrator

ATLAS Institute at CU Boulder - Design Course Learning Assistant

August 2021 - December 2021

- Taught 18 students in a weekly recitation/lab for a photography, Photoshop, and Lightroom course; graded lab assignments & projects
- Made time to meet with students remotely when additional teaching and assistance was needed for projects and homework
- Weekly meetings with supervisor professor as well as other LAs to plan and reflect on feedback from students in order to improve course during the semester

Macky Auditorium - Usher

August 2019 - March 2020

- Customer-facing job, help guests with requests and questions, work with professionalism
- Assisting patrons to seats as well as enforcing auditorium policies during performances
- Expected to greet and talk to guests before, after, and during intermissions of performances

RELEVANT SKILLS AND LINKS

Design Skills: Adobe Creative Suite (Photoshop (image/video), Adobe XD, Illustrator, DSLR Photography, Lightroom, After Effects, Indesign, Adobe Dimension), Capcut, Microsoft Office, Canva

Music Software: Logic Pro, Max MSP, Pro Tools,

Music Skills: Vocal background: Opera, Jazz, Indian Carnatic, Instruments: Guitar and Piano

Coding Skills: Python, HTML, CSS, JavaScript, R Studio (Statistics), Website Development

Website Portfolio: <https://saritanarayanswamy.wixsite.com/portfolio>

Youtube: <https://www.youtube.com/@saritanarayanswamy>

Soundcloud: <https://soundcloud.com/sarita-narayanswamy>

LinkedIn: <https://www.linkedin.com/in/sarita-narayanswamy/>