ARIN SARRES / 616 213 4309 / arin.sarres@gmail.com / linkedin.com/in/arin-sarres-

## EDUCATION

**Ferris State University**

*Big Rapids, Michigan*
*Bachelor of Science Degree, College of Business Design, May 2027, GPA 3.4*

## SKILLS

- User centered design
- Interactive prototyping
- AI assisted work flows
- Research analysis
- Proficient in Figma, Adobe, Anti-gravity

## ACHIEVEMENTS

**Employee of the month**

*Wendy's – April 2025*

**Multimedia student of the year**

*Kent City High School – August 2024*

**CSAA all conference first team**

*Kent City Football – November 2024*

## ORGANIZATIONS

**Good Design Group**

*Member*
*2025 – Present*

**Ferris State Disc Golf Team**

*President & Team manager*
*2025 - Present*

**Ferris State Ultimate Frisbee Club**

*President*
*2025 - Present*

## EXPERIENCE

**High Standard**

*Head of marketing and e-commerce*
*Sparta MI, April 2026 – Present*

- Manage three e-commerce storefronts and their social media accounts.
- Increased online sales 85%, generating more than 15K in additional monthly revenue through redesigned product pages, clearer navigation, and targeted marketing campaigns.
- Design branding, motion graphics, and promotional campaigns that keep consistent visual system across web and social platforms.

**Ferris State University**
**Disc Golf Team**

*Social Media Manager*
*Big Rapids MI*
*August 2024 – August 2025*

- Designed promotional materials for Ferris State Disc Golf events and tournaments.
- Produced graphics and digital content to engage players, promote events, and build team awareness.

**Kent City High School**

*Sports marketing assistant*
*Kent City MI, August 2023 – May 2024*

- Managed promotional content for Kent City High School athletic events.
- Produced graphics, motion graphics, promotional videos, and documentaries to engage and promote athletes.

**Kent City Casanova**
**Community Foundation**

*Volunteer graphic designer*
*Casanova MI, August 2023 – May 2024*

- Led promotional design for graphics, fliers, and apparel.
- Strengthened the foundation's brand identity through a new logo and visual system.

**Central State Area Association**

*Volunteer graphic designer*
*Kent City MI, August 2023 – May 2024*

- Developed and implemented a new logo and brand system.
- Provided motion videos, graphics, and athlete rewards to support promotional efforts.