

Sara Vargas Nessi

Toronto, Canada

Portfolio saravargasnessi.com

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Education

Honours Bachelor of Brand Design

George Brown College, School of Design
2023- 2026 (Advanced Standing) Valedictorian
with Honours and Dean's Honours

Life Drawing for the Illustrator

George Brown College, School of Design
2016

Post Graduate Diploma of Fine Arts Studio

Centennial College, Story Arts Centre
2016

Bachelor of Arts

Universidad Central de Venezuela (UCV)
Caracas, Venezuela
2012 – 2013 (Partial Studies)

Awards and Recognitions

Valedictorian Class of 2026, Honours and Dean's Honours

Chosen among 1,000+ students to represent
the School of Design and the School of Media
and Performing Arts

RGD Branding Awards 2025

Integrated Award – Brand Identity [New Brand]

Applied Arts Awards 2025

Design [Series], Promotional Design [Series],
Entire Design Program [Campaign], Entire
Promotional Design Program [Campaign]

Design Committee Award

for leading the Wayfinding team for YES!
[Year End Show], 2025 and 2026

George Brown College-Wide, Francis Mak Memorial Scholarship

for collaboration and perseverance in pursuing
higher education, 2025 and 2026

George Brown College-Wide, SA

for significant contributions to Arts and Design
Second Year Student Award, 2024

Dean's Honour List for Academic Excellence

GBC, School of Design, 2023, 2024 and 2025

Recognized for RBC Emerging Artist in Storyteller In-Depth Podcast [Episode 5]

Story Arts Center, 2023

Marilyn Scott Academic Achievement Scholarship

Centennial College, 2016

Brad Chapman and Family

Communications, Media & Design Scholarship
Centennial College, 2016

Colleges and Institutes Canada Art Showcase

Finalist showing at Château Laurier, 2015

Brand Designer and Visual Artist

Skills

- Expertise in Adobe CC: Photoshop, Illustrator, InDesign, Premiere Pro, Premier Rush, and Lightroom. Experience with Figma and MadMapper.
- Excellent communication in English and Spanish. Basic knowledge of French.
- Friendly, compassionate, and with excellent problem-solving skills.
- Quick study and collaborative team player who can readily work independently.

Brand Design Consultant Frameworks&Co.

May 2026 – Present

Developing brand identities and visual design systems for clients across various industries. Creating cohesive branding solutions, marketing assets, and brand guidelines that strengthened brand recognition and supported brand objectives.

Social Media Manager School of Design

August 2025 – May 2026

Managing and growing the school's Instagram account by creating, scheduling, and publishing engaging visual and written content aligned with brand identity. Increasing audience engagement through strategic use of hashtags, reels, stories, and interactive features while monitoring insights to optimize performance.

Brand Designer O2 Planning and Design

May – August 2025

Developing and maintaining the visual identity of various brands across different platforms, including clients such as the City of Toronto and the City of Burnaby. Brainstorming, designing, and fabricating solutions for a range of projects, including a pop-up event in Sankofa Square. Collaborating with design and communication teams to ensure brand consistency.

Graphic Designer IN Store, George Brown College

January 2025 – May 2025

Managing design projects from concept to completion. Working collaboratively with colleagues and mentors. Applying relevant design software and tools and co-creating print and digital media content.

Communication Assistant and Graphic Designer

International Student Hub, George Brown College

July 2024 – May 2025

Designing, printing, and producing informational and promotional materials, including brochures, flyers, posters, advertisements and invitations.

Assistant Editor and Brand Designer Green Teacher

May 2021 – June 2022 and June 2023 – May 2025

Creating brand guidelines and brand strategy for a non-profit organization. Designing layout of the quarterly magazine, explainer video editing and planning social media posts. Creating marketing campaigns and maintained brand consistency.

Book Illustrator and Designer "Historias de Toronto"

2016

Designing book front cover, back cover, flaps, 12 original illustrations, and promotional material for web and print.

Volunteer Experience

YES! Wayfinding Committee [Lead]

GBC, School of Design, 2024, 2025, 2026

Design Community Committee

GBC, School of Design, 2024 and 2025

RGD-Student Events Committee

2023–2024

Adobe Creative Retreat Toronto

2024

One for Sorrow, VR Experience

Beaver Hall, 2023

Toronto International Film Festival

2014, 2022 and 2023