



Audubon, PA
sarahschafer7@gmail.com
484.569.0777
sarahschafer.studio

EDUCATION

Kutztown University of Pennsylvania
BFA, Communication Design | 2026
Concentrations, Design and Illustration
Minor, Art History | 2026
Summa cum laude

WORK EXPERIENCE

Kutztown Small Business Development Center | Kutztown, PA Branding Specialist
July 2025 - Present

- Meet with clients throughout process
- Create full branding packages for small businesses over 3 local counties
- Work with a small team to manage clients and work flow
- Balancing between 2-5 client projects at any given time
- Attend and participate in team meetings and training

Nothing Bundt Cakes | Collegeville, PA Lead Froster | May 2023 - August 2025

- Worked alone or with a small team
- Made orders promptly and ensured quality and appearance of products
- Frosted various cakes and made large batches of frosting from scratch
- Know and follow food safety rules and regulations while working

Team Lenny's Light | Pennsburg, PA Designer | February 2026

In honor of Lenny Rafalko, the team works to raise money and awareness for Amyotrophic Lateral Sclerosis

- Directly worked with a representative
- Reworked logo for golf outings
- Presented logo and sent over files

VOLUNTEER WORK

Designathon | Kutztown, PA Designer | March 2025, February 2026

Designathon is a 12-hour non-stop marathon to create design work for local non profits

2025: Worked with a student team to provide a logo and social media post for Pinegrove Historical Society

- Met with client to better understand brief and present work at end of day
- Finished work under a strict deadline

2026: On standby to help assist teams

- Assisted multiple teams with ideation
- Worked with a team to create a logo and enamel pin for "Diner Day"

AWARDS AND EXHIBITIONS

Blood Sweat and Illustration Exhibition,
Atrium Gallery, Kutztown University,
(Group show) Jan 2026

Advanced Type Album Exhibition,
Atrium Gallery, Kutztown University,
(Juried, Group show) Nov 2025

KUCD Senior Exhibition
Miller Gallery, Kutztown University
(Group show) May 2026

Karen Anderson Memorial Scholarship
Merit and major based scholarship

John E and Barbara A Stolz, Honorary Scholarship
Merit based scholarship

Beck, Bright 1907 and Lucille Endowed Scholarship
Merit based scholarship

Outstanding Scholarship
Merit based scholarship

Stimmel Scholarship
Merit based scholarship

Ready to Succeed Scholarship
Merit based scholarship

SKILLS

- Classically trained painter
- Jewelry artist and vendor

REFERENCES AVAILABLE UPON REQUEST