

# User Profile: Sara Tomko

**Interview Date:** February 9, 2005

**Interview Time:** 4:00 pm

**Facilitators:** Arabella Crawford, Tanisha Hamilton, David Pepper

**Location:** Sara's office; Office of Student Affairs, Academic Center 338



*Sara's Workspace*

**Name:** Sara Tomko

**Age:** 25

**Title:** Graphic Designer

## **Educational Background:**

BS, Corporate Communications; UB  
MFA, Integrated Design; UB (currently attending)

## **Work Background:**

Worked as an office assistant, data entry and cashier. Have been a graphic designer for the past three years.

## **Student Profile:**

Sara is member of the Student Affairs Office at the University of Baltimore. Her title is Graphic Designer and she is also currently a student at the university working towards her MFA in Integrated Design.

## **Job Responsibilities:**

Sara is responsible for graphic design of two alumni magazines at the University of Baltimore. Her main responsibilities are to source images for magazine articles and render the design layout for each publication. She also schedules photographic shoots and occasionally works in an event-planning role.

## **Typical Day:**

Sara usually begins her day spending several hours searching a number of sources to locate images (both photographic and illustrative) that will inspire the design of an article that she is working on. The image will help her build a style for the article including color palette, font choice, as well as, possibly providing actual images to accompany the story. Sara will then spend some time scheduling a photographic shoot for an upcoming alumni event. Most of the rest of her day will be spent working on the graphic layout of an article.