

Nod sorrell

PORT FOLI



2025



HELLO!

My name is Noa Sorrell, and I'm a graphic designer based in Dallas, TX. I love bringing a sense of whimsy to my work through bold colors, typography, and iconography. My goal as a designer is to create unique visuals that connect with the viewer and effectively relay a message or feeling. I love digging into the vision and story behind each project and bringing it to life through visual language. When I'm not designing, I love acting and writing music. My experience in theatre has given me a passion for storytelling, which I leverage in my design process.

contact

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 @noasdesigns

software



focus

- graphic design
- web design
- illustration
- logo and brand identity design
- typography

soft skills

- problem-solving
- attention to detail
- communication
- organization

education

West Texas A&M University | 2021-2025

Bachelor of Fine Arts in Musical Theatre

Minor in Graphic Design

GPA: 3.86

experience

Graphic Designer and Social Media Manager | 2025 - Present

The Legacy at West Texas A&M University

- Uses Adobe InDesign to create layouts for magazine spreads
- Uses Canva to create eye-catching graphics for social media
- Manages social media presence on Instagram

Freelance Work | 2024 - Present

Illustrator for The Cranky Crab by Erica Gros

- creating tissue paper illustrations that aid in storytelling
- using Adobe Photoshop to edit illustrations
- using Adobe InDesign to create the page layouts

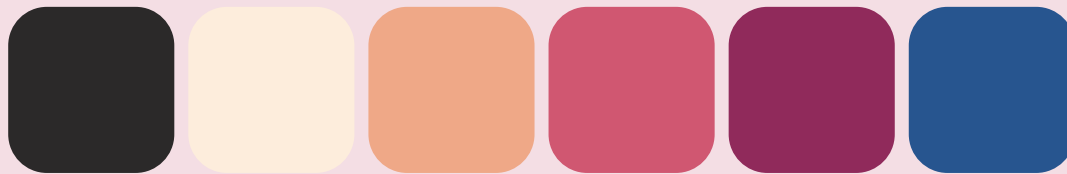


THE LAUGH LOUNGE



The Laugh Lounge is a concept brand identity and web design project. It is a comedy club, which focuses on bringing community together through comedy performances and classes.

I used Adobe Illustrator and Adobe Photoshop to design this brand identity. Through this design, I wanted to emphasize a welcoming and exciting environment that is sure to entice anyone to visit The Laugh Lounge for a night out.



Header 1
laxmus Fenotype



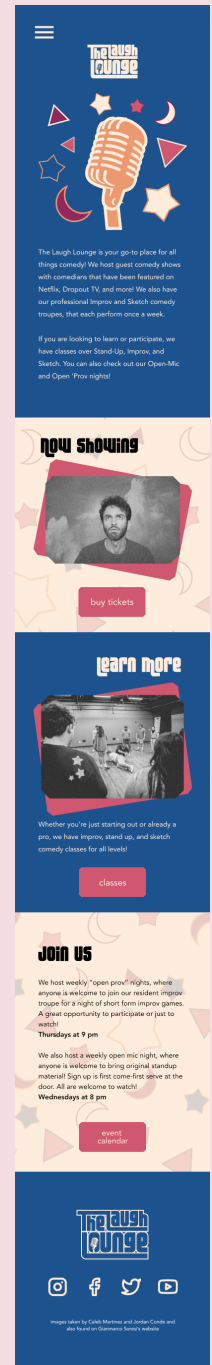
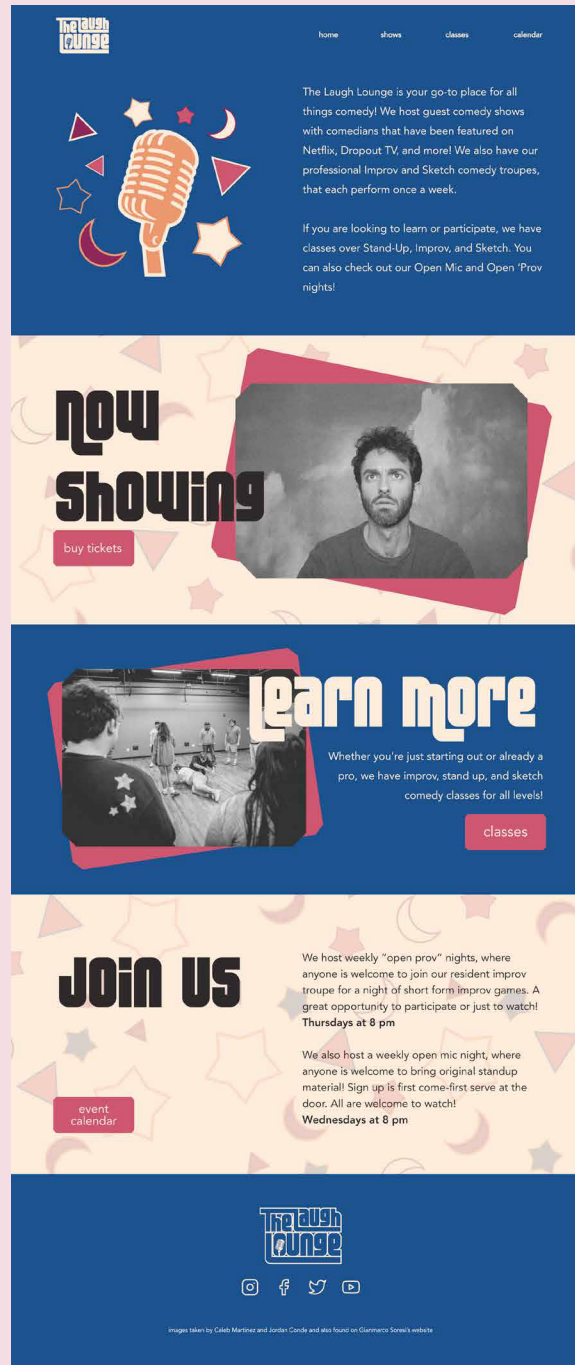
Header 2
Acumin Variable Concept



Body Text
Avenir



I used figma to create a functional website prototype for The Laugh Lounge. I created 4 pages which are meant to be viewed on a desktop, as well as a version of the home page that is meant to be viewed on mobile.



HOBBY HOP



Hobby Hopp is a concept project for the design of an app and brand identity design. Hobby Hopp is an app that allows users to exchange supplies and materials for various activities. It is geared towards those who are constantly getting into new hobbies, or “hopping” from hobby to hobby.

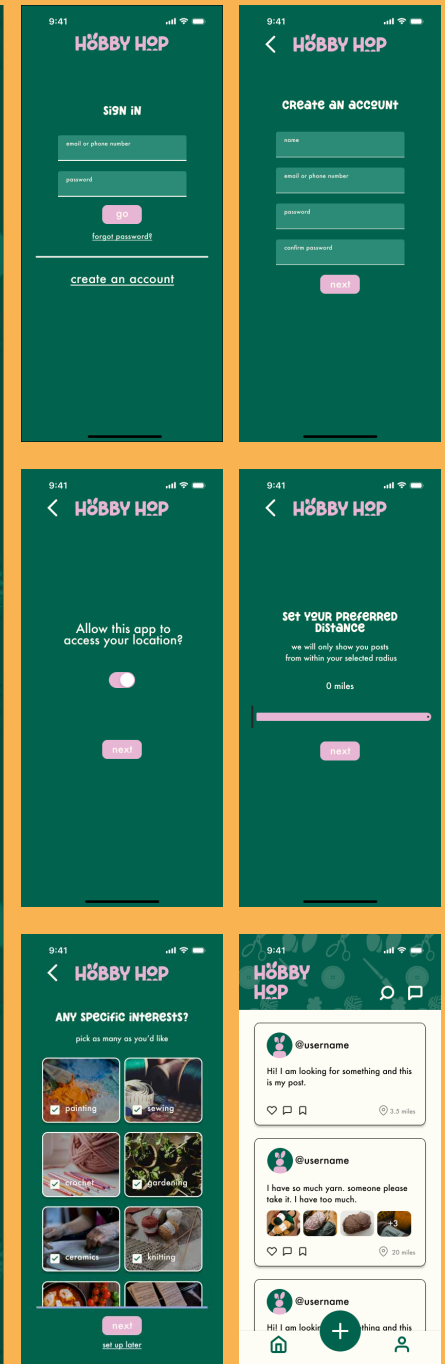
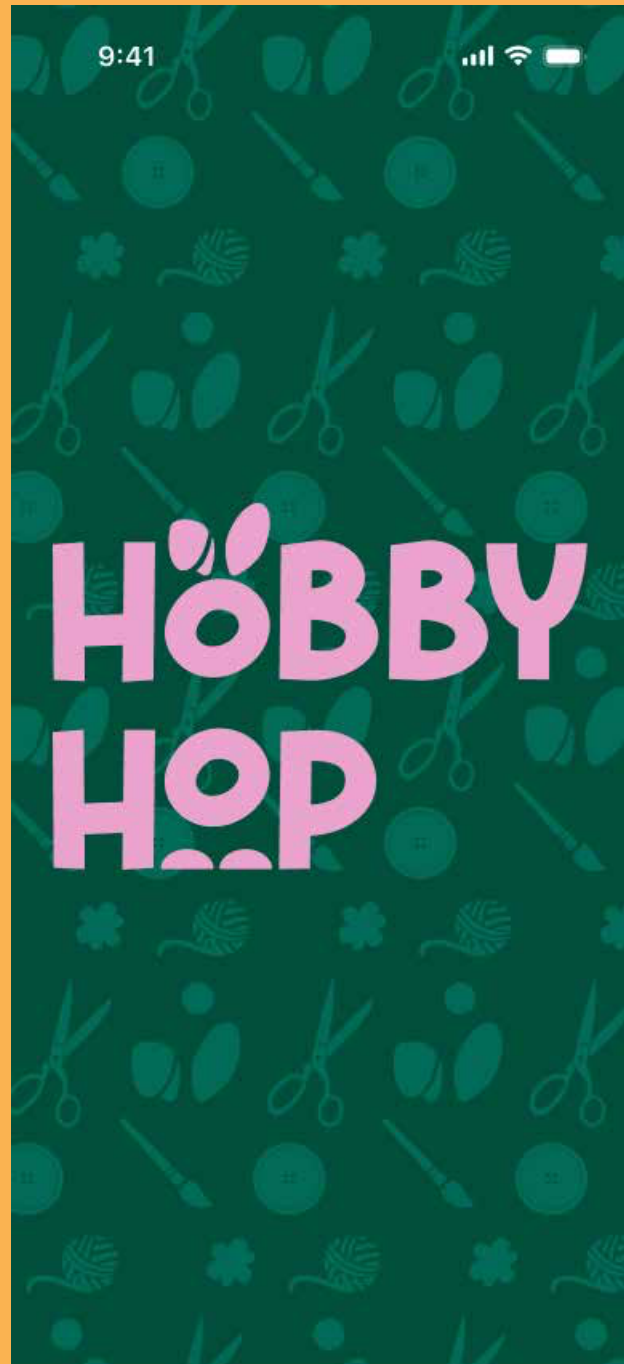
I used Adobe Illustrator and Figma to create this brand identity design. I wanted to focus on the idea of “hopping” from hobby to hobby, so I used iconography of a rabbit’s ears, feet, and tail, as well as pastels and spring-inspired colors.



Header 1
SPRING Note
Display

Body Text
Futura

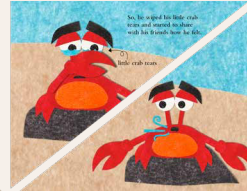
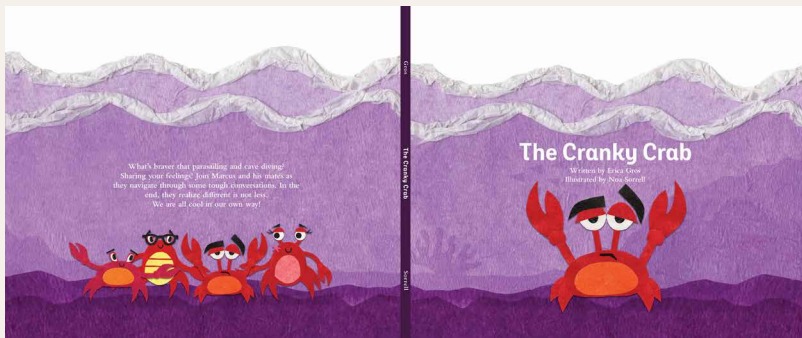
I used Figma to create a functional prototype of a mobile app, Hobby Hop. I created a prototype for the sign in and onboarding process of the app, as well as the home page.



iLLUSTRATION

the cranky crab

The Cranky Crab, Written by Erica Gros, is a children's book that tells the story of a Crab named Marcus, who learns about self acceptance and the importance of sharing his feelings, through going on adventures with his friends. To make these illustrations I used tissue paper, watercolor paper, Adobe Photoshop, and Adobe Illustrator.



social MEDIA

the Legacy

The Legacy, a student organization at West Texas A&M University, gives students the opportunity to publish their creative writing or artwork in a magazine that is released 1-2 times per semester. I used Canva and Adobe Photoshop to create instagram posts to promote new editions and events, as well as stories to introduce the editors that work behind the scenes to make it all possible.

