



262.501.7868

SARAHJOSEPHINE.COM

HELLO.SARAHJO@GMAIL.COM

EMPLOYMENT EXPERIENCE

Senior Graphic Designer
Sound United
Vista, CA
(December 2016 - present)

Lead creative direction and execution for projects consisting of: new product launches, ad campaign development, web design, catalog production, advertising layout, point of purchase, tradeshow design, multimedia, and social media platforms.

Conceptualize and design original artwork to communicate brand awareness and to direct marketing toward targeted audience. Manage design projects within budget, timeframe, and coordinate with vendors.

Graphic Designer
Sound United
Vista, CA
(June 2014 - November 2016)

Collaborate and design with graphic designers, copywriters, and industrial designers for three audio brands: Polk, Polk Boom, and Definitive Technology. Design consists of branding, identity, packaging, mobile/web experiences, print collateral, and environmental graphics. Manage creative direction of social media platforms for all three brands.

Freelance Designer
Sarah Josephine Design
Encinitas, CA
(August 2014 - present)

Freelance, multidisciplinary designer for a wide array of clients. Design projects consist of, but not limited to: identity, print collateral, marketing materials, hand-lettering, illustration, and mural work.

Lead Graphic Designer
Dining & Summer Conferences: DSC
Stevens Point, WI
(May 2012 - May 2014)

Designed for five different departments within DSC for marketing purposes: menus, posters, business cards, mugs, brochures. Responsible for creative process and production execution of print/digital projects; supervised junior designer.

EDUCATION

University of Wisconsin-Stevens Point
September 2010 - May 2014
Bachelor of Fine Arts - Graphic Design Emphasis
Graduated Magna Cum Laude
High Honor Roll (2010 - 2014)

INVOLVEMENT

RAW: Independent Arts Organization for Local Artists
RAW San Diego Member (2016 - present)
Reveal: RAW San Diego Artist Showcase (2016)

Leucadia Art Walk Juried Showcase (2014, 2015)

American Institute of Graphic Arts: AIGA
AIGA San Diego Professional Member (2014 - present)
AIGA Wisconsin Student Member (2010 - 2014)
Secretary of UW-Stevens Point AIGA student chapter (2012)

University of Wisconsin-Stevens Point Student Juried Art Exhibition (2013, 2014)

University of Wisconsin-Stevens Point Arts Bash Student Show (2012, 2014)

National Society of Leadership and Success: NSLS
Member (2010 - present)

AWARDS

Adobe Design Achievement Awards, ADAA: Two-Time Semi-Finalist (2014)

American Advertising Federation ADDY Award: Student Gold and Student Best of Show (2014)

UWSP Student Art Sale and Exhibition: 1st Place Winner - Graphic Design Emphasis (2014)

BFA Graphic Design Arts Bash Scholarship (2014)

NACUFS Dining Gold Award for UWSP Residential Dining Special Event Design (2013, 2014)

BFA Admission Review Scholarship (2012)

HOLD ON, THERE'S MORE





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PROFESSIONAL DEVELOPMENT EXPERIENCES

Social Media Marketing World: 2016

Attended multiple lectures on social media platforms and best-practices. Participated in hands-on workshops and networked with social media experts such as Mari Smith, and Guy Kawasaki.

Behance San Diego Portfolio Review: 2015

Participated in Senior Designer portfolio reviews and attended presentations hosted by BASIC, a brand strategy and digital design agency specializing in branding, web design, user experience (UX).

AIGA Minnesota Design Camp: 2012, 2013

Participated in hands-on workshops, listened to internationally renowned speakers and participated in other networking activities with creatives such as Jessica Hische, Debbie Millman, Paula Scher and Chip Kidd.

AIGA Minnesota 1-on-1 Portfolio Review: 2014

Participated in portfolio reviews and attended workshops with creatives such as Chank Diesel.

AIGA Milwaukee Portfolio Review: 2013, 2014

Participated in portfolio reviews, attended workshops and networking activities.

UW-Stevens Point AIGA NowHere Design Conference 2013, 2014

Hosted and attended multiple conferences consisting of hands-on workshops, portfolio reviews and presentations.

UW-Stevens Point AIGA Real World Design Conference: 2011, 2012, 2013

Hosted and participated in multiple conferences featuring UW-Stevens Point alumni that led hands-on workshops, portfolio reviews and presentations.

SOFTWARE

Adobe Creative Suite	Dreamweaver
Illustrator	After Effects
InDesign	Basic knowledge of HTML5, CSS3 and split-testing
Photoshop	MS Office
Bridge	Able to work on Macintosh and PC

SKILLS

Detail oriented	Conceptualizing & branding
Collaboration	Organization
Leadership	Time management
Strong typography skills	

REFERENCES

Available upon request