

SARAH DEAN

Digital Designer & Creative Strategist

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hello@sarahlouisedean.com

EXPERIENCE

Senior Designer: Account Manager, 2019-Present

Designer: Senior Account Executive, 2019

Creative Designer: Consultant, 2018

Archetype - New York, New York

- Delivered modern data visualizations, interactive social activations, and dynamic digital content for global companies such as IBM, Microsoft, Capital One, Panasonic, and Slack. Client satisfaction regularly resulted in expanded scope and increased agency revenue.
- Led branding and promotional content development for Schneider Electric's smart buildings podcast, including a supplemental content program plan, animated social assets, and a content hub web design proposal.
- Provided creative direction and led content production for Tile's social media program, creating interactive platform-optimized posts that resulted in the brand's highest social engagement rates to date.
- Brought design and user experience insight into the new business acquisition process, leading team brainstorm sessions, developing animated mockups for pitches, and presenting creative concepts to prospective clients.

Digital Designer, 2017-2018

Stadiumred - New York, New York

- Led web-focused rebranding initiatives for top clients, combining design expertise and familiarity with front-end development to create modern and dynamic digital experiences.
- Brought verbal concepts to life, rendering exhibition designs for Kenneth Cole perfume and storyboarding digital advertisements for director Steven Soderbergh's *Singani* 63 liquor brand.
- Developed digital and print marketing for luxury brands in multiple sectors.

Visual Designer, 2016-2017

Junior Visual Designer, 2016

Cater2.me - New York, New York

- Increased conversions and improved social engagement through a visual and UX redesign of the consumer-facing website and a refocused illustrated social media presence.
- Drove standardized branding efforts across Cater2.me and its subsidiaries.
- Managed a small team of photography interns and directed photo shoots.

Designer/Illustrator, 2015-2016

Speak English Kids - Fontaine, France

- Established a reputable identity for a language school seeking to franchise.
- Differentiated the company from competition through ownable mascot characters designed for promotional and educational materials.
- Supported pedagogical vision with textbook design and print and digital collateral.

Freelance Designer & Illustrator, 2013-Present

- Created brand identities, websites, marketing materials and more for a range of clients. Recent projects include web design for a New York financial technology company and branding for a French dental practice.

EDUCATION

Skidmore College

Saratoga Springs, New York

B.S. Studio Art: Communication Design

B.A. English Literature

SKILLS

Skilled in:

Adobe Illustrator, Photoshop, InDesign, Sketch, InVision

Proficient in:

Adobe After Effects, Premiere, XD, WebFlow

Familiar with:

HTML & CSS

Excellent **written & verbal communication** skills

Working proficiency in **French**