

SARAH DEAN

UI/UX Designer and Creative Director

www.sarahlouisedean.com

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EXPERIENCE

Design Lead – Associate Creative Director, 2020 - Present

Highwire PR - New York, New York

- Hired to build agency design capabilities – Developed junior talent, established relationships with freelance creatives, and modernized workflows to create an agile design department.
- Oversaw all client creative work, providing creative direction, UX design counsel, and leading design execution on web & interactive, data visualization, ebook, and integrated social campaign projects.
- Led Highwire through a visual rebranding to better align Highwire's mission and values with its external presentation.

Senior Designer: Account Manager, 2019-2020

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, Tile, and Slack.
- 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.

Visual 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

EDUCATION

Skidmore College

Saratoga Springs, New York

B.S. Studio Art: Communication Design

B.A. English Literature

SKILLS

Skilled in:

Adobe Illustrator, Photoshop, InDesign, XD, Sketch, Figma, InVision

Proficient in:

Adobe After Effects, Premiere, WebFlow

Familiar with:

HTML & CSS

Excellent **written & verbal communication** skills

Proficiency in **French**