

Sarah Dean

DESIGN AND ILLUSTRATION

hello@sarahlouisedean.com
www.sarahlouisedean.com

Education

SKIDMORE COLLEGE, Saratoga Springs, New York, 2015
Bachelor of Science: *Studio Art*, Concentration: Communication Design
Bachelor of Art: *English Literature*

Experience

VISUAL DESIGNER - 2016 to Present
Cater2.me, New York, New York

- Increased conversion rate through a visual and UX redesign of the consumer-facing site.
- Improved social media engagement with unique illustrated posts, targeting the office manager demographic.
- Drove standardized branding efforts across Cater2.me and its subsidiary companies, Greenbelt Greens and Office Heroes League.
- Expanded localized marketing campaigns with market-specific animated banner ads and email campaign designs.

DESIGNER / ILLUSTRATOR - 2015 to 2016
Speak English Kids, Fontaine, France

- Established a reputable visual identity for an English language learning center seeking to develop a franchise model.
- Differentiated the company from competition by developing ownable mascot characters for promotional and educational materials.
- Supported the founder's pedagogical vision with tailored illustrations, textbook design, and print and digital collateral.

STUDENT DESIGN ASSISTANT - 2014 to 2015
ProjectVIS, Skidmore College, Saratoga Springs, NY

- Collaborated with design and media faculty to brand a prominent new academic initiative, designed to increase visual literacy on campus.
- Provided cross-departmental design education through programming and leading design- and technology-focused workshops and events.

FREELANCE DESIGN AND ILLUSTRATION - 2013 to present

- Developed brand identities, visual materials, and more for a range of clients. Projects included event poster and invitation design, picture book illustration, and logo design.

Skills

Skilled in **ADOBE ILLUSTRATOR, INDESIGN,** and **PHOTOSHOP**
Familiar with **ADOBE AFTER EFFECTS, FLASH, HTML** and **CSS**
Experienced **ILLUSTRATOR** in a variety of media
Excellent **WRITTEN** and **VERBAL COMMUNICATION SKILLS**
Full professional proficiency in **FRENCH**