

# SARAH DEAN

DESIGN AND ILLUSTRATION

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## EXPERIENCE

### **Designer** - 2017 to Present *Stadiumred Life, New York, New York*

- Developed social content, print and digital marketing materials, and responsive emails for a variety of clients, including food and hospitality establishments Latin Beet, Antico Noe, Devoccion, and Raymi.
- Brought verbal concepts to life, illustrating exhibition and ad ideas for clients such as Kenneth Cole and Academy Award-winning director Steven Soderbergh
- Led a web-focused rebranding for a community-minded food startup needing to attract new business in a saturated market.
- Collaborated with the creative team on event and campaign pitches for clients including Rolls Royce and Singani63.

### **Visual Designer** - 2016 to 2017 *Cater2.me, New York, New York*

- Increased conversions 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.
- Managed a small team of photography interns and assisted them with in-house food photoshoots.

### **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.

### **Freelance Designer & Illustrator** - 2013 to present

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

## EDUCATION

*Skidmore College*  
Saratoga Springs, New York  
B.S., *Studio Art: Communication Design*  
B.A., *English Literature*

## SKILLS

Skilled in *Adobe Illustrator, InDesign, Photoshop, and Sketch*

Familiar with *Adobe After Effects, Flash, Invision, HTML and CSS*

Excellent *written* and *verbal communication skills*

Full professional proficiency in *French*