

Sara Rene Sargent

SARARENESARGENT.COM
NEW YORK, NY

GRAPHIC DESIGNER & ILLUSTRATOR

PROFILE

A graphic designer and illustrator with 6+ years of experience, specializing in marketing, advertising and publication design. A team player with the drive to deliver creative projects quickly and efficiently.

KEY SKILLS

- Adobe Creative Cloud Programs
 - InDesign
 - Illustrator
 - Photoshop
 - Lightroom
 - After Effects
 - Premier Pro
- Procreate
- Rotoscope
- Screen Printing
- Letterpress
- Wordpress
- Figma
- HTML
- Photo Retouching
- Videography
- DSLR Camera Operation
- Google Workspace / GSuite
- Microsoft Office Programs
- Mac OS
- Windows OS

EXPERIENCE

GRAPHIC DESIGNER/MARKETING COORDINATOR | E-J ELECTRIC INSTALLATION CO.

NEW YORK, NY – 2020-PRESENT

- Conceptualize and create print/digital marketing materials.
- Collaborate directly with the President & CEO to ensure the company voice is authentic to his vision.
- Create, manage and schedule all outgoing marketing materials including emails, e-blasts, brochures, one-pagers, advertisements and social posts.
- Create streamlined decks for internal & external presentations, proposals, and trainings.

FREELANCE GRAPHIC DESIGNER & ILLUSTRATOR – 2019-PRESENT

- Consult with clients to bring their branding, print and digital design needs to life.
- Develop 5+ options based on design prerequisites to meet the clients goals and expectations.

GRAPHIC DESIGNER | MU STUDIO; CORVALLIS, OR – 2018-2019

- Acted as lead designer on 40% of projects with the number one priority being client satisfaction.
- Developed new organizational protocols for handling multiple projects increasing productivity 3x
- Collaborated with designers and clients on print, digital, photography, and video projects
- Well versed in communicating and working with clients on a tight deadline

GRAPHIC ARTIST/VIDEO CONSULTANT | ORANGE MEDIA NETWORK; CORVALLIS, OR – 2018

- Managed the creative video teams while filming, editing, and producing weekly video projects
- Created graphics and animations for video advertisements
- Co-creator and lead editor on Emmy nominated documentary *Unabandoned*, which explored the ghost towns of rural Oregon
- Collaborated with producers, marketing & sales, copy writers, editors, photographers, models, and actors while directing video and photo shoots

EDUCATION

OREGON STATE UNIVERSITY – CORVALLIS, OR

Bachelor of Fine Arts in Graphic Design | Minor in Photography