



SARAH GRASSO

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ABOUT ME

I am a highly motivated, multi-talented designer seeking a position where I may exercise my passion for innovation and creativity while also utilizing my depth of experience in the fields of marketing, web design/development and print design. In addition to my artistic abilities and panoply of technical skills, I am an enthusiastic team player with exceptional collaborative and interpersonal abilities. My 8 years of experience have also trained me to succeed in the areas of client/vendor relationships, negotiations, multitasking, production management and client communication. Whether I am developing a new product landing page or designing a personalized marketing strategy, I conduct myself with discipline, respect for others, and the desire to excel in a deadline-focused environment. My objective is to obtain a hands-on, full-time Mid-level Designer or Senior Designer position with a focus on print work, website design and development.

EDUCATION

Bachelor of Fine Arts in Studio Art with a focus in Graphic Design
Michigan State University, East Lansing, MI

SKILLS // TOOLS

LANGUAGES // PLATFORMS

Adobe Creative Suite CC - Photoshop, Illustrator, InDesign
HTML, CSS, Brackets, WordPress, SEO/PPC
Animated Ad Creation, WordPress

EXPERIENCE

FULL MEDIA // FEB. 2012 - AUGUST 2016

SENIOR DESIGNER & DEVELOPER

Produced high quality website designs and print materials easily and efficiently for clients

Worked closely with clients to create unique website designs and user experiences for clientele within brand standards, target market and budget

Effectively communicated design vision to clients, ensuring web projects were easy to conceptualize from start to finish

Ensured and enforced high quality design standards, within both the company's branding and our clientele work

Lead training sessions for Intermediate and Junior design candidates and interns, while also providing ongoing mentorship for team members

Participated in and encouraged production team members to share ideas and cultivate creativity through various client products and R&D

Assisted sales team in quoting projects and setting expectations to ensure projects were profitable and stayed within proposed deadlines

Worked with a team and individually to develop a website from scratch using HTML/CSS within a variety of content management systems

Took the initiative to self-teach a greater variety of technical skills in order to better solve issues that arise during the development process

THE DESIGN PUB // APRIL 2009 – FEB. 2012

GRAPHIC DESIGNER & ASST. PRODUCTION MANAGER

Was responsible for creating ads, banners, promotional pieces, etc., for clients around the U.S.

Acted as Assistant Production Manager for a multitude of projects for a variety of clients, all while effectively setting and communicating expectations

Consistently and accurately met deadlines and project requirements in an efficient manner

SELLIER DESIGN // MARCH 2009 – MAY 2009

FREELANCE GRAPHIC DESIGNER

Produced high-quality print materials and web designs, such as brochures and interactive city sites

Worked on various projects and designs while accurately communicating design vision and direction from Creative Director and Clientele

SARAH GRASSO DESIGN // FEB. 2009 – PRESENT

OWNER, GRAPHIC DESIGNER

Produced new branding and design materials for established and upcoming companies

Created contracts and project proposals for new clients

Met and exceeded needs of every client in a diligent, timely fashion

MIGHTY 8TH MEDIA // MAY 2008 – FEB. 2009

GRAPHIC DESIGNER

Conceptualized new and innovative designs for marketing materials and print collateral to reflect client vision

Participated in creative team meetings and presentations with clients

Constructed print and website designs for new and established clients