



SARAH THOMPSON

Graphic Designer

540-314-5585
sarah.thompson@sarahtdesign.com
sarahtdesign.com

PROFILE

Dedicated and highly motivated Graphic Designer with over 17 years of experience designing multimillion-dollar product lines for Fortune 500 companies as well as print and digital communications for small businesses. Working closely with clients, creative directors, photographers, copywriters, marketing, external agencies, and printers to deliver designs seen by millions of consumers. Accustomed to delivering results and surpassing expectations.

- Global branding
- Custom illustrations
- E-commerce
- Licensed product design
- Full-scale mock-ups
- Design leadership
- Photo manipulation
- Meticulous details
- Proofreading
- Pre-press file preparation
- Multilingual layouts
- Time management

EXPERIENCE

GRAPHIC DESIGNER

Advanced Implant and Periodontal Specialists, Winchester, VA (May 2001 - Present)

- Develop and maintain corporate identity across all digital and print media
- Spearhead rebranding of dental practice including new website, social media, stationary package, promotional materials, and building signs
- Create custom medical handouts requiring precise and accurate medical information
- Obtain trademark registrations and monitor usage
- Build engagement, acquire new patients, and generate call-to-action through social media

PRODUCTION DESIGN MANAGER

Spectrum Brands Pet - Aquatic Division, Blacksburg, VA (September 2002 - March 2018)

- Lead production team, coaching designers in their professional development, assisting with projects from ideation to delivery, manage projects for on-time delivery
- Direct photoshoots, working closely with photographers and fellow designers, giving direction to support creative campaigns and marketing assets
- Designing high volume of project requests concurrently, shifting priorities as needed, communicating their status to stakeholders, delivering high-quality, on-time results
- Work seamlessly with clients, such as Disney, Wal-Mart, PetSmart, Petco, Target, Lowes, and Home Depot, adhering to their style guides and timelines for on-time delivery
- Collaborate daily with international design teams, pre-press, printers, and marketing, operating as an authority on design layouts and proof approvals
- Create and adhere to brand architecture and style guides for multiple brands including: Tetra, Marineland, Instant Ocean, Jungle, Aqua-Tech, GloFish, among others
- Develop and share unique methods for image retouching and manipulation for aquatics products
- Work alongside e-commerce team to build an online image library database and deliver images to online retailers such as Amazon, adhering to their policies and guidelines
- Craft highly technical mock-ups for trade shows and planogram presentations to acquire new business opportunities at large retailers
- Maintain a highly organized digital asset database, utilizing a consistent naming convention, covering multiple product brands

EDUCATION

James Madison University, Harrisonburg, VA (1997 - 2001)

Bachelor of Science: Studio Art, Concentration: Graphic Design

SKILLS

Mac OS; Adobe Creative Suite (Acrobat, Illustrator, InDesign, Photoshop); Microsoft Office (Excel, Outlook, PowerPoint, Word); WordPress; some HTML; FTP clients; Suitcase Fusion; Cumulus online digital asset management; Trello online project management; Kodak INSITE online prepress portal; Genuine Fractals Print Pro image enlarging; Epson and Canon large format printers