

## EXPERIENCE

2008 – PRESENT

### FREELANCE DESIGNER & PHOTOGRAPHER SARA CLARK CREATIVE

Serve as principal of a multi-disciplinary freelance creative studio for both print and digital media; concept, production, and project management. Also provides photography services for editorial, commercial, and events.

2019 – PRESENT

### ART DIRECTOR PETERMAN DESIGN FIRM

Supervised multi-functional project teams to develop creative and effective design concepts, from ideation through final projects. Directed photographers, illustrators, designers, and production staff to ensure proper production of campaign elements.

JAN. 2016 – SEPT. 2017

### SR. GRAPHIC DESIGNER MACHINA DESIGN, INC.

Worked closely with clients on brand identity and design. Developed graphic and typographic solutions for signage, ad campaigns, and print layouts. Coordinated, art directed, and designed social media campaigns. Worked with a web team to develop and design websites in WordPress.

NOV. 2015 – FEB. 2016

### CONTRACT • GRAPHIC & WEB DESIGNER INKWELL CREATIVE, INC.

Web and graphic design management of multiple websites; which included banner ads, promotions, email campaigns, and occasional print material. Also adjusted and manipulated existing HTML and CSS templates. Worked with multiple non-profit organizations on strategy and content creation.

AUG. 2015 – OCT. 2015

### CONTRACT • GRAPHIC DESIGNER EQUIP (FORMERLY "BLACKPEARL PDM")

Worked with client on environmental graphic design, specifically conference materials, trade show booth, and banner layouts. Created B2B and B2C presentations, and digital collateral.

MAR. 2013 – JUNE 2015

### GRAPHIC DESIGN ASSISTANT THE ART INSTITUTE OF PORTLAND

Collaborated across multiple departments on design jobs; which included infographics, print material, forms, digital and print collateral. Required to adhere and manage a globally recognized brand.

MAR. 2013 – JUNE 2015

### GRAPHIC & WEB DESIGN TUTOR THE ART INSTITUTE OF PORTLAND

Assisted instructors in classrooms and hosted drop-in sessions for students to seek help with graphic design, web design, and photography. Responsible for organizing tutoring events, teaching time management skills, and advising students on class registration. Developed graphic solutions for signage and promotional materials.

MAR. 2015 – JUNE 2015

### FREELANCE GRAPHIC DESIGNER JHS MULTICULTURAL FILM FESTIVAL

Worked closely with the client on establishing a brand strategy, identity design, and web presence. Proposed social media strategy.

MAR. 2015 – JUNE 2015

### FREELANCE GRAPHIC DESIGNER CASCADIA WILD

Worked closely with the client on establishing a brand strategy and identity design, then lead a team of designers to work on design solutions for client collateral, both print and digital.

## EDUCATION

2012-2015

### THE ART INSTITUTE OF PORTLAND BACHELOR OF FINE ARTS – GRAPHIC DESIGN

2008-2011

### MEMPHIS COLLEGE OF ART BACHELOR OF FINE ARTS (INCOMPLETE) – PHOTOGRAPHY

## SKILLS & EXPERTISE

- ADOBE CREATIVE SUITE
- MICROSOFT OFFICE
- ART DIRECTION
- TYPOGRAPHY
- PHOTO MANIPULATION
- INFORMATION DESIGN
- BRAND STRATEGY
- LOGO DESIGN
- UI/UX DESIGN
- ILLUSTRATION
- BASIC CSS, WORDPRESS, & HTML KNOWLEDGE
- EDITORIAL DESIGN
- PRE-PRESS PRODUCTION
- DIGITAL PHOTOGRAPHY & POST-PROCESSING
- SOCIAL MEDIA STRATEGY & MANAGEMENT

## A FEW CLIENTS

- ADIDAS
- INTEL
- HYATT
- HYDRO FLASK
- GOOGLE
- NIKE
- TARGET
- UNDER ARMOUR