

Collaborative, conscientious graphic designer and creative director with 12+ years of experience providing original solutions and leadership to a variety of B2B and B2C brands. Proven ability to motivate and guide other creatives, coordinate with staff at all levels, and **drive targeted design and projects from ideation to execution**. Strong listener, skilled at handling multiple projects at once while managing resources/vendors. Currently completing an MFA in Web Design and New Media.

Core Strengths

- Art Direction
- Photography Direction
- Print/Web Design
- Promotional Branding
- Product Packaging
- Catalog Design
- Team Leadership
- Direct Marketing
- Brand Management
- Project Management
- Agency Management
- Vendor Relations

Technical Expertise

- Adobe Creative Suite—
Photoshop, Illustrator,
InDesign, Acrobat
- CSS/HTML
- MS Office Suite

Professional Experience

Sarah Shaak Creative | Philadelphia, PA

Owner & Designer | April 2014—Present

Sole-proprietor graphic and web design.

Nutrisystem | Fort Washington, PA | January 2007—September 2013

Associate Creative Director, Print | March 2011—September 2013

Primary strategic lead and manager for all offline creative projects and decisions including direct collaboration with senior management (CMO, VPs and stakeholders). Responsible for art direction of studio, lifestyle, and food photography.

Promoted from Graphic Designer role.

KEY ACCOMPLISHMENTS:

- Spearheaded the complete redesign of customer inbox and brand experience including welcome kits, packaging of 150+ food and beverage products, and product branding of the trademarked Chef's Table entrée line involving celebrity chefs.
- Led print team in direct response print advertising and direct mail campaigns to consumers and healthcare professionals, including Nutrisystem D diabetes outreach; involved securing approvals for numerous celebrity-endorsed ad campaigns.
- Facilitated and enabled individual team member professional growth and talent development through constructive critique, group meetings, and one-on-one coaching.
- Provided direction and execution of tradeshow booth design and related in-house initiatives.
- Agency management of outsourced projects; Handled printer negotiations and press checks ensuring strict compliance with legal guidelines.

Graphic Designer | January 2007—March 2011

Print designer responsible for special projects and press checks.

KEY ACCOMPLISHMENTS:

- Generated creative design solutions for a variety of projects including welcome kits, product packaging, recipe books, advertisements, direct mail, tradeshow booths, promotional collateral, logos, and brochures.
- Provided art direction for all food photography shoots.

Dynamic Restoration | West Chester, PA

Graphic Designer/Marketing Coordinator/Trade Show Operations Director | February 2006—November 2006

Reported directly to the VP of Marketing and provided a variety of creative services for this B2B marketing company targeting large loss insurance adjusters until the company closed in late 2006. Interfaced daily with third-party ad agency and PR firms.

KEY ACCOMPLISHMENTS:

- Designed brochures, business cards, banners, and signage; created case studies, press releases, corporate bios, and PowerPoint presentations.
- Directed corporate participation in major industry tradeshows including design of display booth, raffles, promotional materials, printing, scheduling, mailers, email blasts, flyers, and managerial accounting.

Henry F. Michell Company | King of Prussia, PA

Graphic Designer/Marketing Coordinator | January 2003—February 2006

Responsible for all graphic design and printing for this national horticulture distributor. Led creation and distribution of all collateral sales material to nationwide sales force. Supervised tradeshow coordinators.

KEY ACCOMPLISHMENTS:

- Led the production of catalogs including project management, design, proofing, printing, and press checks.
- Designed original logos, brochures, calendars, holiday cards, invitations, and statement stuffers.
- Created point of purchase for branding presentations such as Gardening for Dummies and The Weather Channel Tough Program.
- Earned a Print Quality Award for the design of the 2004 Seed Catalog.

Connors Advertising & Design | Haverford, PA

Graphic Designer | August 2001—January 2003

Provided part-time graphic design and creative support for this boutique agency.

KEY ACCOMPLISHMENTS:

- Provided original and creative designs for logos, postcards, ads, custom stationary, invitations, pocket folders, inserts, brochures, and floor-plan diagrams.

Previous experience as an Intern for Internet Expressions in Exton, PA, and Internet Presentations Group in West Chester, PA from 1999—2000. More detail available upon request.

Education

Academy of Art University | San Francisco, CA

Master of Fine Art (MFA), Web Design/New Media | In Progress – Current GPA: 4.0

West Chester University of Pennsylvania | West Chester, PA

Bachelor of Art (BA), Studio Art, Graphic Design

Graduated Magna Cum Laude

Community Involvement

Manayunk-Roxborough Food Co-op Initiative

Board Member/Creative Director | Philadelphia, PA | April 2012—Present