

sarah minnerly

Education

Savannah College of Art and Design

September 2008 - June 2012: Savannah, GA

Received a Bachelor of Fine Arts with a major in Graphic & minor in Advertising design. Graduated Magnum Cum Laude and was on the Dean's List every semester.

Skills

Design

Art Direction
Graphic Design
Branding/Identity
Digital & Print
Social Media
Web Design

Software

Adobe Creative Suite
Sketch
Figma
Microsoft Office
Keynote
Google Suite

Personal

Collaboration
Flexibility
Leadership
Management
Communication
Sense of Humor

Awards & Publications

Cannes Young Lions

Participant in 2015, 2016, 2017 & 2018

Ads of the World

Multiple ad campaigns featured

The Dieline

Various package designs featured

Chois Gallery 05 Design Annual

Multiple projects published

Work Experience

SquareTrade, an Allstate Company // Associate Creative Director

October 2018 - Present: Remote

Creative Director in charge of designing user experiences, branding, art directing photoshoots, envisioning in-store displays, and pitching new business. Led the full rebrand from SquareTrade to Allstate Protection Plans & new website launch.

Ubiome // Senior Brand Designer

October 2018 - February 2019: San Francisco, CA

Led the website redesign for Ubiome.com. Was in charge of creating all user flows and wire frames, as well as mock-ups and presentations for the executive teams. Also helped lead and create all marketing content for social, digital and paid advertising.

Apple, Critical Mass // Senior Art Director

July 2018 - October 2018: Sunnyvale, CA

Worked on-site at Apple's Marcom Campus on the Channel team. Responsible for creating digital assets for new product launches, in-store displays and user experiences within various Apple channels.

FCB Health, NEON // Group Art Supervisor

February 2014 - June 2018: Manhattan, NYC

Creative lead on the Janssen Pharmaceuticals & Theravance teams. Responsible for designing all print & digital assets for both brands, full website redesigns, running new business pitches, and managing a team of junior creatives.

TracyLocke // Art Director

June 2012 - January 2014: Wilton, CT

Worked on the Pepsi Brand team responsible for executing deliverables for current clients and new business pitches. Gained experience in digital, print, and packaging design, all while working closely with digital illustrators, photographers and animators.