

sarah stone

DESIGN + CREATIVE DIRECTION

SUMMARY

Designer / Art Director with 14+ years experience in fast-paced agency environments and direct client service roles. Small business experience, both as an owner and director-level role, with strong motivation to learn and grow alongside my company. Design-specific areas of expertise include branding, package design, retail marketing, page layout, typography and digital content. Proven skills in leadership, strategic thinking, writing and client relations. Professional, curious, persistent, detail oriented, adaptable multitasker. Easygoing and likeable human.

WORK EXPERIENCE

Art Director at Humid Creative June 2017 – Present | Conshohocken, PA

- Led a team of 2–5 creatives, assigned and art directed all creative work, developed creative strategy and provided ongoing guidance, support and education to the creative team
- Maintained client relationships often as their direct point of contact, met and exceeded creative requests and deadlines, developed specific industry knowledge to add value to client marketing strategies and campaigns
- Designed product packaging from concept to final production, created packaging with FDA-compliant drug fact panels, international/bilingual packaging, and packaging made from sustainable materials
- Produced and creative directed video shoots including casting, location scouting, script writing, day-of coordination, art directed on-set and final video edit, negotiated rates and collaborated with outside vendors including video crew, talent and hair and makeup
- Cultivated ongoing development of the Humid Creative brand including social media content and strategy, website design and copywriting, sales decks and print brochures
- Engaged in new business opportunities at tradeshow and sales meetings, presented work to new and existing clients, upselling clients on additional projects and agency capabilities
- Implemented policies for file management, time tracking and internal proofing/production processes to increase workflow efficiency
- Wrote job postings and reviewed resumes, conducted interviews, hired and trained new designers and facilitated their growth under my leadership

EDUCATION

March 2007
Savannah College of Art & Design,
Savannah, GA
B.F.A., Graphic Design
with Photography minor

Fall 2004
Off Campus Program, SCAD
Lacoste, France

SKILLS & INTERESTS

- Proficient in Adobe Creative Suite, Microsoft Office, WordPress, Squarespace and Shopify platforms, Mailchimp, Slack, G Suite, Keynote, FunctionFox, Trello
- Extensive print production experience, expertise in product packaging and sustainable materials
- Expert in social media strategy, Facebook group and page management, Facebook, Instagram Pinterest ad platforms, Amazon ad platform
- Thorough understanding of Google Analytics, Search Engine Optimization, WordPress security
- Skillful writer and proofreader, well-versed in cultivating brand messaging and communicating with press
- Experienced in photo production, including studio lighting, editing, and retouching
- Fine art skills include drawing, painting, sewing, screenprinting and ceramics

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Principal Designer / Art Director at cleanline studio

March 2012 – Present | Philadelphia, PA

- Guided clients through the process of establishing or reinventing their brand by identifying competition and target audience, established brand goals, collected inspiration, provided concepts, revisions, final files, and brand standards
- Developed on-brand content for clients including print and digital advertising, brochures, books, newsletters, stationery, signage, and packaging
- Designed and implemented WordPress, Squarespace and Shopify websites for clients, including some front-end development and incorporation of plugins for SEO and security
- Collaborated with photographers and web developers to cultivate exceptional creative content for clients
- Educated clients about social media best practices and developed their social media plans, including content objectives, and cross-platform strategies
- Created a design and lifestyle blog that garnered relationships with many national brands and attracted design clients; wrote copy and curated or created imagery for blog posts, maintained an editorial calendar and collaborated with advertisers, promoted content via social media and cultivated reader relationships. Developed a deep understanding of influencer marketing, especially as it pertains to lifestyle brands.

Freelance Art Director at various agencies;

Singletery Design Group, Finch Brands,

Signature Communications

2013 – 2017 | Philadelphia PA

- Led creatives in rebranding campaigns for new clients, from initial mood boards through brand standards for chosen logo concept
- Collaborated in design and development of the 2015 National Gold Addy Award Winning “Together We Build” campaign for the Philadelphia 76ers
- Oversaw art direction and print production of work created by designers and interns
- Designed print and web advertising and signage for international health and beauty clients
- Created advertising, POP displays, packaging and invitations for worldwide electronics corporations
- Edited and maintained client WordPress sites
- Animated digital advertisements for national pharmaceutical companies

Associate Art Director at

The STAR Group / Media Marketing Group

October 2008 – March 2012 | Voorhees, NJ

- Met demands of 2–4 clients on a daily basis, while acting as primary manager on some accounts
- Produced design concepts, logos, and advertising campaigns for clients with quick turnaround time
- Directed print projects from initial conception through file preparation and release to vendors
- Designed websites and digital animation storyboards for video campaigns