

SARAH SHULL

Driven and adaptable Graphic Designer with over five years of experience. Excellent interpersonal and collaboration skills. Well-versed in visual communication, creative processes, and design thinking.

SKILLS

Design

Corporate Identity
Digital Marketing
Editorial Design
Illustration
File Organization
Lettering
Photo Art Direction
Print Production
Research
Problem Solving
Prop sourcing
Sketching
Typography
Wireframing

Adobe Photoshop
Adobe Premiere
Adobe XD
Basecamp
Canva
Dropbox
Figma
Google Suite
InVision
Jira
Keynote
MailChimp
Microsoft PowerPoint
Microsoft Teams
Microsoft Word
Office 365
Procreate
Sketch
TargetX (Salesforce)
Trello
Zoom

Software

Adobe Fresco
Adobe Illustrator
Adobe InDesign
Adobe Lightroom

EDUCATION

BFA, Graphic Design
Concentration in Art Direction

Webster University | 2013–2017 | St. Louis, MO

NSAC 8th Place, 2017

NSAC District 9 Champions, 2017—Design & Art Direction
Creative Excellence Award, We Are Alexander

Web and Mobile Designer UI/UX—Udemy
Diversity and Inclusion Training—Everfi
Foundations of User Experience Design—Google
Figma UI UX Design Essentials—Udemy
UX Foundations: Multi-device Design—LinkedIn

GRAPHIC DESIGNER

December 2019–Present | North Park University | Chicago, IL

- Develops innovative, cross-channel creative solutions across platforms, from ideation through the print production process, resulting in broader audience reach and increased engagement.
- Manages workload and concurrent deadlines independently, delivering consistent, proficient, and organized deliverables.
- Maintains and evolves the North Park brand standards, design systems, and advertising templates in collaboration with the senior designer, improving brand recognition on and off campus.

GRAPHIC DESIGNER / PHOTO ART DIRECTOR

December 2017–December 2019 | Monica + Andy | Chicago, IL

- Directed the planning, creation, and organization of all product and lifestyle photography, executing creative concepts successfully while meeting tight deadlines.
- Upheld the growing company's visual brand integrity by developing design systems, photography guidelines, and creative procedures in partnership with our creative director and junior designers.
- Collaborated with cross-departmental teammates to develop digital and in-store brand stories for our monthly product launches, resulting in increased profits and sold-out inventory.

GRAPHIC DESIGNER / ASSOCIATE ART DIRECTOR

January–December 2017 | Freelance | Chicago, IL and St. Louis, MO

- Overhauled Diversity Awareness Partnership's design guidelines for clarity, legibility, and best practices, and implemented a new body typeface with clearer default kerning to reduce time spent on typesetting.
- Managed and regularly updated Diversity Awareness Partnership's WordPress website with fresh graphics, photography, and icons to promote events to members and engage prospective sponsors.
- Developed paid digital and organic marketing concepts alongside Wunderman creatives for national brands including Trunk Club, HP Sprocket, Outback Steakhouse, and United Airlines.
- Planned and art-directed content for Lavazza Coffee's social platforms, resulting in a larger, more engaged North American audience.
- Designed posters, advertisements, and lockups in 10 different languages for Rotary International's 2018 People of Action campaign, distributed online for broad campaign awareness.

GRAPHIC DESIGN INTERN

August–December 2016 | Missouri Higher Education Loan Authority | St. Louis, MO

- Engaged with coworkers across the company to plan social and direct mail campaigns to engage delinquent borrowers, increasing education and support in loan repayment.

ART DIRECTOR INTERN

June–August 2016 | We Are Alexander | St. Louis, MO

- Collaborated within our 10-person marketing team to develop a year-long, 360 advertising plan for Natural Light Beer; researched unique solutions for brand challenges and developed assets for experiential events, OOH, and social media.