

SARAH HOLCOMB

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GRAPHIC DESIGNER

Creative, detail-oriented with over 8 years of increasingly developing experience in print and digital design. Seeking to create graphics that meet the specific commercial or promotional needs of a respectable company through strengths in artistic sense, collaboration, and receptive criticism. Software skills include Adobe Creative Suite, Microsoft Office, HTML, CSS, Magento, Mac OS, Windows

- Creative Thinking
- Project Management
- Communication
- Time Management
- Proofreading
- Customer Service



CAREER PROGRESSION

Graphic Designer Uno Alla Volta, North Branford, CT

May 2017 - May 2019

- Refined catalog creation process, which decreased production time
- Introduced new grid layouts to catalog that repeated in future issues
- Oversaw all digital elements including home page, sale landing pages, category landing pages, artisan pages, catalog landing page, custom-coded landing pages, widgets, UAV emails (one per day), web marketing and social media images
- Developed Photoshop/Dreamweaver templates for digital elements, which ensured brand consistency across platforms and efficient element production
- Developed customized coded landing pages for company website
- Re-organized the creative department server file structure for easier navigation
- Collaborated with Marketing and Merchandising departments from concept to final design

Graphic Designer Simoniz USA, Inc., Bolton, CT

June 2016 - May 2017

- Modernized product label design
- Spearheaded the re-design of Simoniz' sixth edition of the Workplace Solutions janitorial product catalog
- Contributed in the re-design of the Detail Direct vehicle product catalog
- Maintained the production of technician certificates

Freelance Designer North Branford, CT

October 2015 - Present

- Successfully lead client design projects from initial meeting to final print/digital composition
- Promote design services through personal website, social media and networking
- Supply individuals/businesses with design assets including logos, business cards, brochures, flyers, posters, billboards, product labels, event invitations, stationary, forms, menus and digital presence consulting

EDUCATION

BA Graphic Design Lasell College, Newton, MA

September 2008 - May 2012

- Minor in Business
- Participated in Graphics Designers League