



Sarah Schmidt

Product + Visual Designer

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Education

- **DesignLab**
December, 2019
Certificate, UX Academy
- **Savannah College of Art and Design (SCAD)**
November, 2014
BFA, Graphic Design, Magna Cum Laude

Skills

Design Thinking
User Research and Synthesis
User Flows
Information Architecture
Concept Sketches
Wireframing
Low to High Fidelity Prototyping
Brand Identity
Visual Design
User Testing

Tools

Sketch
Invision
Zeplin
Marvel
Figma
Canva
InDesign
Illustrator
Photoshop
After Effects

Accolades

Dean's List, 2011-2014
SCAD Achievement Scholarship, 2011-2014
SCAD Artistic Scholarship, 2011-2014
SCAD Academic Scholarship, 2011-2014
Behance Featured SCAD Portfolio, 2014
SCAD Vernissage Exhibition, 2014
CMU National Print Exhibition, 2014

Experience

- **Freelance Senior Designer**
October 2018 - Present | Chicago, IL and Remote

Currently collaborates on design initiatives with agencies as well as independent clients. Contracts include PowerReviews, Tranquilo Communities, Bestowal, Olson Engage, and VSA Partners.
- **LPK | Designer**
April 2017 - October 2018 | Cincinnati, OH

Was part of a pilot team for digital design and UX research capability. Contributed to the first successful full-service web campaigns produced by the agency. Designed with multiple teams for a variety of clients, spanning from large corporations to local startups. Gained cross-discipline experience, including brand identity, digital design, and packaging design.
- **FCB Chicago | Associate Art Director**
November 2015 - March 2017 | Chicago, IL

Generated and executed creative concepts for Cox Communications. Collaborated with creative, UX, and strategy to reinvent the Cox brand through digital, print, and social campaigns.
- **Groupon | Visual Designer**
December 2014 - September 2015 | Chicago, IL

Designed digital and print collateral for consumer and merchant facing marketing and branding for new product launches. Developed concepts and designed spaces for the experiential marketing team to promote the Groupon brand.
- **Soulsight | Graphic Design Intern**
June 2014 - August 2014 | Chicago, IL

Supported designers and account managers for a number of successful brands, such as MillerCoors and Kraft Foods. Conducted research and ideation as well as presented design solutions to the team and to company leadership.
- **Creative Juice | Graphic Design Intern**
March 2014 - July 2014 | Atlanta, GA

Created print and web materials for company blog, social media, and weekly client emails.