

# SARAH STAUB

www.sarahstaub.art

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 linkedin.com/in/sarahstaubart

## PROFILE SUMMARY

- Cutting-edge Design Professional with over 15 years of experience in Graphic Design, UI Design, Visual Design, and Marketing Design roles.
- Especially skilled in verbal, written, and interpersonal communication.
- Out-of-the-box thinker with expertise in graphic design, corporate brand identity, packaging, and web graphics.
- Adept in creating high-engagement and sales-driven email campaigns that produce dramatic results.
- Highly competitive manager with a proven ability to stay ahead of the curve through excellent research skills and knowledge of marketing trends.
- Detail-oriented multitasker reputable for successfully managing multiple priorities in a fast-paced and ever-changing environment.
- Collaborative team player with a demonstrated track record of working harmoniously with others in achieving desired results.
- Energetic self-starter with strong analytical and problem solving skills.

## SELECTED SKILLS

- Technical & Digital Illustration
- Typography, Layout, Iconography, Packaging Design
- Adobe Creative Cloud
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Web Design
- Social Media
- User Interface (UI) Design
- Content Management
- Marketing Campaigns
- HTML, CSS
- Axure, Sketch, Figma
- PowerPoint, Keynote, Google Slides
- Word, Pages, Google Docs
- Excel, Numbers, Google Sheets
- WordPress
- Mailchimp

## PROFESSIONAL EXPERIENCE

### TECHNICAL ILLUSTRATOR

Diono

Sumner WA | Oct 2018 to present

- Creates vector illustrations of car seats and strollers from 3D CAD models, engineer drawings, digital photographs and physical parts for use on package design, manuals and on-product labeling, in a highly accurate manner while paying close attention to detail.
- Handles product packaging design, making sure that brand requirements, content, and budget are all integrated in the process.
- Reduced duplicate production and costs by redesigning labeling of all car seats and boosters from US & CA products to North America products.
- Promotes cost and time efficiency by creating detailed comps/mockups in a prompt manner and completing finished designs based upon feedback received.
- Writes technical literature and manages translations of content accompanying illustrations for user manuals used by an estimated 10,000 consumers per year covering the US, Canada, Europe, Chile, New Zealand, and Australia.
- Develops storyboard and page layout of product manuals, parts assembly, accessories, repairs, spare parts, and supplemental instructions, which create an easier workflow.
- Keeps up-to-date with current industry designs and marketing trends through constant monitoring and research.
- Ensures the accuracy of literature content, product parts, accessories and features to ensure compliance with NHTSA, FMVSS and CMVSS standards.

### PRODUCT & UI DESIGNER

YourCause/Good Done Great

Tacoma WA | Aug 2014 to Nov 2017

- Built successful client portals that matched corporate identity and brand through in-depth research and imitation of exact identity, including colors, mood boards, logo, and design elements within the Good Done Great (GDG) software, thereby creating a seamless transition from an internal company website to the GDG software that helped disburse \$36 million to 11,000 nonprofits in 11 countries.
- Managed the UI design and implementation of the GDG software effectively, which covered testing, turning over to developers for implementation, review against original design and workflow, and providing feedback or amendments for developers to execute.
- Created designs for email campaigns and print ads that boosted customer engagement and generated more sales for the business.

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## PROFESSIONAL EXPERIENCE

### PRODUCT & UI DESIGNER

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- Provided clear direction to junior developers and helped them develop problem solving skills in a constructive manner, resulting in greater promptness and work efficiency.
- Analyzed use cases and client requests against industry standards to develop modern UI mockups and wireframes for product features.
- Developed responsive front-end web interfaces using HTML, CSS, & Bootstrap.

### WEB DESIGNER

Safeharbor Knowledge Solutions  
Satsop WA | Jul 2011 to Aug 2014

- Designed graphic and marketing materials for external advertising and internal communications.
- Enhanced client portals using brand identity requirements for knowledge base SaaS software.
- Produced product videos from storyboard conception to its full completion.
- Helped clients reduce incoming customer service calls by over 50% through the design and development of user-friendly client websites using HTML and CSS.
- Performed UI QA reviews on customer portals.

### WEB DESIGNER

NCI Information Systems, Inc  
Fort Lewis WA | Oct 2006 to Jul 2011

- Enhanced digital presence and communication to over 30,000 soldiers, families, and government civilians through the design, development, and maintenance of websites for NEC and on behalf of Public Affairs Office.
- Conducted effective planning of the implementation of SharePoint environment for all JBLM network users through successful collaboration with multiple stakeholders.
- Managed content managers and provided guidance and access to front-end portals.
- Conceptualized layout of visual and verbal communications, presentations, and websites.

### GRAPHIC DESIGNER & PHOTOGRAPHER

Pinnacle Rarities, Inc.  
Lakewood WA | Mar 2005 to Oct 2006

- Designed book cover and published photography for "Gold Coins of the New Orleans Mint" by D. Winter.
- Supported sales team in creating HTML & CSS websites and presentations.
- Produced monthly newsletters layout, publications, and advertisements.

## EDUCATION

Bachelor of Arts in Graphic Design  
The Art Institute of Colorado  
Denver CO | 2004

## VOLUNTEER WORK

Secretary | Products Chairperson  
ABATE of Washington  
Tacoma Chapter | Nov 2013 to Oct 2019

- Handled the design of flyer advertising using graphics, typography, and page layout.
- Oversaw the design, order, and management of all chapter products, including shirts, hats, etc.