

SARAH TREANOR

GRAPHIC DESIGNER

LOCATION

Yonkers, New York

CONTACT

design@sarahtreanor.com
914 433 1917

PORTFOLIO

www.sarahtreanor.com

DESIGN SKILLS

Typography
Packaging
Editorial
Brand Identity
Photo Editing
Illustration
Pattern Design

SOFTWARE

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Figma

WHAT I LOVE

Being a Mom
Cups of Tea
Exploring Nature
Playing Music
Podcasts
Doodling

INTRO

Inherently creative and detail-orientated graphic designer with over 10 years professional experience in the areas of branding, packaging, illustration, editorial and digital design. Currently in the role of Senior Designer at Built, NY. When I joined Built I was the sole Graphic Designer and over the span of four years I worked my way up to a Senior position and now lead the design team. My biggest strengths are my creativity, openness to feedback, collaboration, organization, time management and conceptual thinking. I'm naturally very adaptable and driven by new challenges. Beautiful design that seamlessly communicates brings me genuine joy!

EXPERIENCE

SENIOR DESIGNER | BUILT, NY

Sept 2019 - Present

- Designing direct-to-customer assets: product packaging, annual catalogs, weekly email newsletters, and graphics for website and Amazon store.
- Designing business-to-business assets: product renderings, planograms and presentations.
- Helped develop company rebrand, responsible for creating brand guidelines and applying new identity across all digital and print materials.
- Overseeing projects, conduct meetings, managing workflow and quality of two junior designers.

FREELANCE GRAPHIC DESIGNER | SELF-EMPLOYED, IRELAND

Jan 2016 - Aug 2019

- Gained loyal client base ranging from start-ups to large established businesses.
- Specializing in brand strategy, developing brand guidelines, designing both digital and print collateral, editorial design and packaging.
- Some major clients included Cambridge University, Saint-Gobain, and Brady Ham.

GRAPHIC DESIGNER LECTURER | LIMERICK SCHOOL OF ART & DESIGN, IRELAND

March 2017 - Dec 2017

- Part-time teaching position covering a lecturer on paternity leave.
- Created course plans, led class critiques, taught design technology and theory.

GRAPHIC DESIGNER | MARENA STUDIOS, NY

June 2013 - Dec 2015

- Editorial design, web banners, brand development, client pitches, and project management.
- Some major clients include Actavis, Allergan, U.S. General Pharmaceutical Association and Online Marketing Group.

JUNIOR GRAPHIC DESIGNER | THE BURREN IDENTITY, IRELAND

Oct 2012 - April 2013

- Created brand identity and guidelines for start up company.
- Designed marketing materials, presentations, packaging and signage.

EDUCATION

LIMERICK SCHOOL OF ART & DESIGN, IRELAND

Sept 2018 - June 2012

Bachelor of Arts Degree in Visual Communications
Graduated with Honors