

SARAH WRIGHT

SARAHWRIGHT.COM • SARAH.WRIGHT@ROGERS.COM • TORONTO, ON

- WORK EXPERIENCE**
- Sarah Wright Designs** Toronto • 2002–Present
Freelance Art Director
- Art direction and graphic design for clients such as Direct Antidote, Aimia, Pitney Bowes, Dub Poets Collective, Hellin Marketing Group, and Eagle Underwriting Group Inc.
- Squareknot** Toronto • Aug. 2012–Nov. 2013
Freelance Art Director
- Led creative for national multi-channel campaigns for AIR MILES and its sponsors as well as Charter Communications
 - Led agency rebrand through redesign of website and marketing materials including stationery, video, signage and online communications
 - Directed designers and developers through the creative process
- Digital Cement** Toronto • Jan. 2007–June 2012
Art Director
- Responsible for art direction and design of print and web projects for clients including General Mills, John Frieda, DHL, Kraft Foods, Johnson & Johnson, Timothy's Coffee, Kraft, Pitney Bowes, FedEx, XM Radio, John Hancock and Danier
 - Led creative for websites, email communications, promotional events, direct mail and print material
 - Involved in strategy and development of creative concepts for new business pitches
 - Developed and executed concepts for corporate identities and style guides to maintain a campaign message across various mediums
 - Oversaw work of designers contributing to a larger campaign as lead Art Director and Designer
- Canplas Industries** Barrie • May–Aug. 2004
Graphic Designer/Marketing Assistant
- Redesigned web site and managed online content
 - Created promotional materials and design concepts for product packaging while working with an illustrator
 - Modified instructional material for product packaging
- Globepages On-Line Directory** Barrie • June–Sep. 2003
Graphic/Web Designer
- Designed corporate identities, print advertisements and web sites
 - Trained coworkers in web design including programming languages and visual aesthetics
 - Consulted with clients to develop concepts
- EDUCATION**
- York University/Sheridan College** Toronto • 2002–2006
- Bachelor of Design with Honours Degree
- SKILLS**
- Knowledgeable of standard graphic and business software on both Macintosh and PC platforms
 - Proficient in Adobe Photoshop, Illustrator, InDesign, QuarkXPress, HTML, Macromedia Dreamweaver, Flash, Fontographer, Director
 - Experience in print production including press approvals
- REFERENCES** Available upon request