SARAH SEARS

CONTACT

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Denver, Colorado

LINKS

Portfolio: sarahsears.net

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SKILLS

Design:
Brand Identity, Brand Guidelines, Visual Systems, Multi-Market Brand Management, Integrated Campaigns, Social Creative, Digital Advertising, Motion Design, Print & Digital Collateral, Environmental Graphics & Signage, Event & Trade Show Materials, Photography, Print Production

Software:
Adobe Creative Cloud (InDesign, Illustrator, Photoshop, After Effects, Premiere Pro, Lightroom, Acrobat), Figma, Marq, Canva, PowerPoint

EDUCATION

BFA, Visual Communication Design | Northern Kentucky University | 2017

SUMMARY

Graphic designer with 10+ years developing brand systems that scale across teams, markets, and channels. Experienced in keeping 12 divisions of a top-40 national homebuilder on-brand, building a self-service template system that cut production time by 60%, and creating animated social content with 25M+ views. Background includes brand identity, integrated campaigns, motion, and officially licensed merchandise for professional and collegiate sports.

EXPERIENCE

Graphic Designer | **Drees Homes** | Fort Mitchell, KY | 2021 – 2026

- Led the redesign and expansion of 130+ event templates in Marq and established guidelines the design team uses to create new themes. Enabled specialists in 12 markets to self-produce on-brand materials, cutting production time from 5 days to 2 and contributing to a 30%+ increase in event attendance.
- Created and animated 40+ branded Giphy stickers for real estate agent, sales, and homeowner milestones, generating 25.3M+ views.
- Designed the visual identity for Trailhead, a new master-planned community, and built it out across wayfinding and sales signage, print, digital advertising, and direct mail. Pre-launch materials contributed to 14 qualified leads ahead of groundbreaking.
- Delivered signage, handouts, and sales tools in two weeks for the VIP launch of an exclusive townhome development, securing contracts on 2 of 16 units at the event.
- Developed integrated campaigns across print, digital, email, social, and motion for 12 regional divisions, including two new markets.

Freelance Graphic Designer | **Self-Employed** | 2017 – Present

- Build brand identities and marketing assets for independent businesses and creatives, including Derek Dammann Photography, Sun God Productions, and Hippie Chippie, delivering visual systems spanning logo, print, social, and promotional materials.

Designer / Photographer | **Jewel Craft Inc.** | Erlanger, KY | 2015 – 2019

- Served as sole designer for a 165-person jewelry manufacturer, producing trade show materials, product catalogs, sales collateral, and product photography for national sales operations.
- Designed officially licensed merchandise for MLB, NBA, NFL, NHL, and NCAA properties, managing brand compliance through artwork approval and production.