

SARAH SEARS

CONTACT

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LINKS

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SKILLS

Creative Software:

Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Lightroom), Marq, Figma

Platforms & Workflow:

Robohead, Monday, Optimizely

Areas of Expertise:

Brand Identity & Visual Systems, Motion Design, Digital Marketing Creative, Print & Digital Collateral, Integrated Campaigns, Multi-Market Brand Consistency, Cross-Functional Collaboration

EDUCATION

Visual Communication Design, BFA | Northern Kentucky University
3.6 GPA | Graduated 2017

SUMMARY

Brand-focused graphic designer with 10+ years of experience across corporate marketing, in-house creative teams, and entrepreneurial environments. Known for delivering polished creative across print and digital channels, from integrated campaigns and motion design to complete brand systems. Currently contributing to a top-40 nationally ranked homebuilder across 12 divisions, with a creative track record that delivers measurable results.

EXPERIENCE

Graphic Designer | Drees Homes | Fort Mitchell, KY | 2021 – Present

- Ensure brand consistency across 12 divisions for a top-40 nationally ranked homebuilder, producing brochures, site maps, and marketing assets supporting day-to-day operations while successfully scaling the brand into 2 new market territories.
- Developed a full brand identity for Trailhead, a master-planned community in Harrison, OH; extending a nature-inspired visual system across signage, collateral, direct mail, and advertising, providing branded materials to a second builder and designing a pre-launch brochure that drove early buyer interest ahead of groundbreaking.
- Design and execute integrated campaigns across print and digital channels; including flyers, counter cards, yard signs, animated social content, email graphics, and web banners in support of company-wide sales initiatives.
- Redesigned and expanded a library of 130+ event templates in Marq; elevating photography, layouts, and social media assets to enable division specialists across all 12 markets to publish content independently, accelerating turnaround times and increasing event attendance.
- Designed event materials including a flyer, displays, handouts, and sales tools for a VIP launch of Covington Central Riverfront Townhomes within a two-week turnaround, contributing to two contracts signed at the event. Recognized with a Drees Homes CAREmark Award for urgency, quality, and teamwork under pressure.
- Designed and animated a collection of 40+ branded Giphy stickers for Drees Homes and Drees Custom Homes, spanning Realtor, sales, and homeowner milestones, surpassing 24.7 million views and driving organic brand visibility across social media platforms.

Freelance Graphic Designer | Self-Employed | 2017 – Present

- Partner with small businesses and independent creatives across diverse industries to develop and refresh brand identities, delivering logos, color systems, typography, patterns, and brand guidelines tailored to each client's voice and market.
- Extend brand identities into real-world applications including business cards, signage, social media content, and film title sequences; serving clients ranging from fine art photographers and independent filmmakers to emerging small business startups.

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

- Sole designer for a 165-person jewelry manufacturing company, producing trade show materials, product catalogs, print collateral, and product photography supporting national sales operations.
- Designed officially licensed merchandise for MLB, NBA, NFL, NHL, and NCAA properties, navigating strict brand compliance requirements through all stages of artwork approval and production.