

SARAH CAMPPELL

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A veteran creative professional with strong graphic design, web design, process mapping, and print production skills. Specializes in building and maintaining brand cohesion and translating processes into visual mediums. A flexible problem solver, emotionally intelligent collaborator, and eager learner of new technologies and processes.

EDUCATION

Bachelor of Arts in Media Creation and Production

Judson University

May 2007

- ▶ Design and Marketing Creative Lead for Annual Imago Film Festival
 - ▶ Relevant Coursework: Video editing, Typography, Web Design, Print Design, Marketing & Communication
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EXPERIENCE

Print and Graphics Coordinator

City of Mesa Government

Aug 2022 - PRESENT

- ▶ Created Print Ready File Design Desk Reference Guide for internal Public Information Office design teams, which included basic design for print requirements as well as specific assets, templates, and resources available to teams from the Print Shop to ensure a smooth transition from design to print production. Resulted in significantly less non-print-ready files received through Print Shop.
- ▶ Researched department processes and procedures to design a visually engaging and comprehensive handbook. Guides included custom map routes, walkthroughs, and checklists designed to reduce information shock in new employees. Resulted in an easier onboarding process for new team members.
- ▶ Designed large format print graphics for interior of Print Shop, featuring sintra, aluminum, acrylic, vinyl banners, SVG displays, and more. Included informational plaques beneath each print which resulted in customers engaging with physical samples of specific substrates and giving print team members a visual asset when quoting out print projects.
- ▶ Introduced more affordable wholesale print vendors, diversifying the Print Shop's previously limited capabilities and meeting targeted deadlines and project costs for customers.
- ▶ Improved internal print ordering workflow by introducing updated options to the Online Print Ordering system and email processes.

Graphic Designer and Prepress Specialist

Printing Specialists

Oct 2019 – Aug 2022

- ▶ Designed of company branding refresh for business stationery, website portfolio, and tradeshow displays, which resulted in attracting new and profitable clientele.
- ▶ Managed online UI portals for multiple clients, including web design, product mockups, and pricing engine

creation. Resulted in landing two large local clients who consistently ordered from their custom portals, steadily increasing company revenue.

- ▶ Superior skills in prepress for digital, wholesale, and large format print files led to significant decreases in reprinted orders and customer complaints
- ▶ Extensive knowledge of laser engravers, CNC routers, Summa cutters, and related wide format items enabled seamless customer experience from project design to finished print.

Graphic Designer and Illustrator

SareSai: The Art of Sarah Rebecca

Jan 2013 – Present

- ▶ Crafted a series of professional website and print collateral for several repeat freelance clients. Each design iteration has resulted in a steady increase in clientele for client's business.
- ▶ Designed and Illustrated company's flagship card and dice game, which sold out at multiple events and consignment locations across Arizona. Crafted repeatedly successful online and in-person marketing campaigns that resulted in two large local events reaching out to feature the game in their 2024 convention gaming tracks.
- ▶ Commissioned by independent game company to create artwork for their original game property. The designs received hugely positive response from players and game designers that the client requested a second commission for a game solely featuring company artwork.

SKILLS

- ▶ Print Production
- ▶ Prepress
- ▶ Graphic Design
- ▶ Print Design
- ▶ HTML | CSS | WordPress Web Design
- ▶ Marketing
- ▶ Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat, Premiere)
- ▶ Project Management
- ▶ Effective Written and Verbal Communication
- ▶ Process Mapping
- ▶ Written to Visual Interpretation
- ▶ Remote File Management (Dropbox, Google Drive, OneDrive)