

SARAH MAGNONE

Art Director

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EDUCATION

University of New Haven
B.A. Graphic Design

PROGRAMS

Adobe CC
Sketch
Figma
Keynote
Sublime Text
Invision
Basecamp
Jira

EXPERTISE

Creative Strategy
Marketing Campaigns
Concept Development
Project Management
UI / UX
Social Media Optimization
Print Design
Illustration
HTML & CSS
Brand Identity

EXPERIENCE

Art Director

SEVENROOMS | 2020 - PRESENT

- Lead design direction across all branding and marketing to strategize and deliver high-quality creative campaigns for current clients and prospects.
- Collaborate with sales and product teams to analyze competitive market trends, develop marketing strategies, target specific hospitality operators, and track campaign performance.
- Identify opportunities for continuous improvement, propose new processes and tools to support design operations, and manage freelancers.
- Uplift the brand aesthetic and establish design standards for production, productivity, and quality.

Senior Experience Designer

ERGO INC. | 2018 - 2019

- Led the design direction across multiple campaigns from kickoff meetings through conception, execution, and delivery.
- Connected daily with Content Strategists and Copywriters to translate creative strategy into visually compelling, user-friendly email journeys.
- Explored and iterated designs to the satisfaction of the client, presented work and shared the creative process while following the client's brand guidelines.
- Oversaw multiple projects, mentored designers and interns, delegated tasks while providing support and offering feedback to the team.

Senior Designer

TOUGH MUDDER | 2015 - 2018

- Developed brand strategy and executed integrated marketing initiatives by creating holistic customer journey experiences through data insights.
- Brainstormed and implemented visually compelling assets for customers through multiple channels, including web templates, customer emails, newsletters, social posts, paid ads, and print materials.
- Built UX/UI strategy through competitive and audience research to increase traffic and engagement.
- Mentored and provided creative leadership to freelancers.