

SARAH MAGNONE

Art Director

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PROGRAMS

Adobe Creative Suite
(Photoshop, Illustrator, InDesign)
Figma
Sketch
Canva

EXPERTISE

Creative & Brand Strategy
Brand Development
Visual Direction
UX/UI
Digital & Web Design
Print Design
Illustration
Typography
Photography
Events & Tradeshows
Design Video Production
Team Leadership
Project Management
Freelance Management

EDUCATION

University of New Haven
B.A. Graphic Design

EXPERIENCE

Art Director

SEVENROOMS | 2020 - PRESENT

- Spearhead rebranding initiatives, collaborating with leadership and an agency to develop and define a new brand strategy, identity and market positioning for both B2B and B2C.
- Lead design & art direction across all branding and marketing to deliver high-quality creative campaigns that resonate with target audiences and drive business objectives.
- Collaborate with sales and product teams to analyze competitive market trends, develop marketing strategies, target specific hospitality operators, and track campaign performance.
- Provide leadership to designers and freelancers, fostering a collaborative environment to ideate and execute cutting-edge design solutions.
- Identify opportunities for continuous improvement, propose new processes and tools to support design operations, while also budgeting and project managing freelancers.
- Maintain a pulse on design trends, market dynamics, and industry best practices, leveraging insights to inform creative strategies and ensure the brand remains relevant and competitive in evolving landscapes.

Senior Experience Designer

ERGO INC. | 2018 - 2019

- Led design direction across multiple campaigns from kickoff meetings through conception, execution, and delivery, while overseeing projects, mentoring designers, and delegating tasks with supportive feedback.
- 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.

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.