

# SARA WAKEFIELD

(She/Her) Multi-disciplinary designer and project manager

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## AREAS OF EXPERTISE

Adobe Creative Suite  
Graphic & surface design  
Exhibit design & production  
Small business ownership  
Project management  
Clear, efficient communication  
Stakeholder engagement  
Customer service  
Social media

## EDUCATION

**BACHELOR OF SCIENCE,  
ENVIRONMENTAL DESIGN**  
*Auburn University, May 2015*

**MASTER OF FINE ARTS,  
COMMUNICATION DESIGN**  
*Pratt Institute, May 2018*

## AWARDS + CERTIFICATIONS

Presidential Scholarship  
to Auburn University (2011)

Adobe Certified Associate in  
Graphic Design & Illustration  
Using Adobe Illustrator (2018)

## PROFESSIONAL PROFILE

Sara is a designer, project manager, and small business owner based in NYC. She leverages her background in environmental, visual, and communication design to coordinate the many moving pieces of projects. She is passionate about contributing to the creative process through hands-on design or by organizing the stakeholders, timelines, and details of a project to ensure her teams' success.

## EXPERIENCE

*Sara Wakefield Design - Brooklyn, NY*

**GRAPHIC DESIGNER & SMALL BUSINESS OWNER, January 2023 - Present**

- Create and license artwork for industries including home decor, stationary, and children's apparel; Provide custom designs for freelance clients
- Manage Etsy storefront with original designs; Oversee sales, retail operations, and customer service

*ZS Associates - New York, NY*

**SENIOR PRODUCER, CREATIVE & DESIGN TEAM, January 2022 - January 2023**

- Coordinated schedules, scope, and daily activities across multiple complex projects
- Facilitated phone and email communication between clients, team members, and key stakeholders including client executives and vendors
- Initiated project intake through discovery conversations; Prepared scope and cost estimation documents
- Organized project files and creative assets
- Encouraged community building among colleagues by captaining the office dodgeball team (league champions)

**SENIOR CREATIVE / VISUAL DESIGNER, October 2016 - December 2021**

- Delivered a diverse range of design projects in a rapidly growing small team, addressing constantly evolving project demands and varied day-to-day tasks
- Met client needs with creative deliverables such as video, powerpoint, print collateral, and in-person workshops and summits
- Collaborated with project teams and strategic planners to tell compelling stories using both qualitative and quantitative data
- Developed in-person experiential elements for 600+ Principals and Associate Principals at the company global summit (2019), and virtual experiential elements for the global summit (2020)
- Planned team social events across 5 global regions (in-person and virtual) as Creative & Design team Social Committee Lead

*Chumney & Associates - Greenville, SC*

**DIGITAL MARKETING SPECIALIST, September 2015 - July 2016**

- Oversaw content creation for websites, email newsletters, and social media; Posted and updated monthly offers
- Managed communication between clients and art department; Handled client feedback and approvals