



# CRAIG SARTON

## DESIGN & BRAND – MARKETING COMMUNICATIONS

### Work Experience

2002 to Present **Creative Director**

*International Festivals & Events Association*

Create design themes and graphics for promotional marketing and sales presentations, annual convention, educational programs, and company website. The planning and execution of current subject matter into concrete designs for an online magazine (ISSUU.com), e-newsletters, promotional materials, social media, and sales collateral. Ensuring our brand consistently connects with our customers.

2011 to Present **Lead Designer (Part-Time Per Project Position)**

*Pixel Light Creative Group*

Successfully manage creative projects from concept through completion. Work in collaboration with the team and clients to create a vision, conceive designs, and consistently meet deadlines and requirements. Effectively build, motivate, and direct design and production teams. Provide direction for our range of products including advertising, photography, graphic design, web design, and video production.

1997 - 2001 **Senior Art Director**

*Diamond Sports/Marketing Media Group*

Create design themes and graphics for promotional and collateral materials. Collaborated with the creative team to design and produce computer-generated artwork for marketing and promotional materials. Participated in the production of print and promotional items for clients. Managed junior staff, and the art direction of freelance photographers and illustrators.

1997 - 1997 **Graphic Artist**

*Sinclair Studio, Inc.*

In-house designer creating the business' new brand package.

1996 - 1997 **Graphic Artist**

*Richardson Labs*

Designed the company's first-ever online magazine, "Women's Health Journal." Duties also included box and label design for the company's products as well as updating and maintaining legacy designs for printing.

1996 - 1996 **Graphic Artist**

*Micron Electronics, Inc.*

Designing international ads and other promotional materials for Micron Electronics' marketing department.

1989 - 1996 **Art Director**

*Boeing Computer Services*

Worked in collaboration with engineers, scientists, and the public relations department of Battelle's Pacific Northwest National Laboratories to design and execute high-profile publications, presentations, report art, collateral material, and ads to support PNNL's goals in environmental clean-up. Art direction/management of illustrators and photographers; creating cartoons and illustrations.

### Contact Information

websites: [www.csartondesign.com](http://www.csartondesign.com)  
[www.pixellight.com](http://www.pixellight.com)  
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email: [csartondesign@icloud.com](mailto:csartondesign@icloud.com)

phone: (208) 850-0196

### Education

Western Washington University  
Degree: BFA - Graphic Design

Lynda.com Certifications:  
Social Media Marketing Foundations  
Social Media Marketing: Optimization  
Social Media Marketing for  
Small Business  
Marketing on Instagram  
Branding for Designers  
Brand Strategy for Designers

### Skills

Creative Problem Solving  
Brand Identity  
Corporate Design  
Publication Design  
International Design  
Print Marketing and Advertising  
Illustrator/Cartoonist  
Print Production  
Web Graphics  
Adobe Creative Cloud  
Public Speaking

### References

*Available upon request*