

Sarah Swingle

ABOUT ME

Graphic Designer

I'm Sarah Swingle, a multidisciplinary graphic designer and creative technologist with 20+ years of experience building bold, high-quality design across print, digital, and production environments. My background spans freelance and in-house creative leadership, brand and marketing development, and complex design-to-output workflows including signage and vehicle wraps.

In addition to design, I love to work in library innovation and maker-space environments where I teach patrons of all abilities to use creative technology tools like lasers, UV printers, 3D printers, Cricut machines, and heat press/sublimation systems. I love making creativity accessible, helping people feel capable, and turning "I'm not artistic" into "wait...I made that?!"

At the center of everything I do is community: building welcoming spaces, teaching with clarity, and creating work that feels intentional, functional, and unapologetically human.

WORK EXPERIENCE

Library Associate - Highplains Library District LINC Library 2024 - current

I Build strong patron relationships through clear communication, empathy, and problem-solving while delivering circulation and account services. Support a wide range of community needs by assisting with basic technology, information requests, and resource navigation. Maintain an orderly, respectful public environment while collaborating with staff to ensure consistent, equitable service.

Innovation Tech - Highplains Library District LINC Library (resigned) 2024-2025

MakerSpace team member teaching patrons of all abilities to work with the lasers, UV printer, 3D printers, cricut die cutting machines, heat presses and sublimation printing. Attended CalMaker 2024 presented CalMaker 2025. Participated in Escape room planning and creative contribution.

Freelance Designer - Various Companies 2004 - Current

I successfully collaborated with diverse portfolio of clients, such as the City of Greeley, Syntax Distillery, GG's Fine Foods and more, creating a wide array of design products that included both print and digital mediums.

Communication & Operations Manager: Print and Web Design manager - Caring Hearts Home Healthcare 2011-2023

Effectively managed both print and web based company communications. Coordinated and developed internal education programs and logistics. Took care of print and web designs, including building websites and doing webmaster duties. Dealt with scheduling and logistics software, providing user training. Researched and implemented HIPAA-compliant information sharing and servers. Coordinated processes and procedures across different areas to ensure employees followed company policies and government regulations.

Graphic Designer - Reesign Concepts

2018-2020
Designed a variety of projects, including logos, fliers, brochures, promotional items, screen printed clothing, embroidery files, partial car wraps, full vehicle wraps, environmental signage. (Flexi Sign Pro software in addition to Adobe)

SKILLS

Design + Creative Production

- Graphic design (print + digital)
- Brand identity + logo development
- Layout design (brochures, catalogs, flyers, postcards, ads)
- Packaging + product design
- Environmental + signage design
- Vehicle wraps (partial + full) + production-ready files
- Apparel design + print production (screen print, embroidery files)
- Photo editing, compositing, restoration, digital illustration
- Design systems + cross-platform consistency

Software + Technical Tools

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Dreamweaver + HTML/CSS foundations
- Flexi Sign Pro (production design/signage workflows)

Operations + Communication

- Print + web communications management
- Program coordination + internal education development
- Workflow development + procedures documentation
- Scheduling + logistics software support
- HIPAA-compliant tech implementation/research
- Training employees + rolling out systems

Teaching + Facilitation

- Instructional design + curriculum planning
- Teaching Adobe tools to beginners through advanced learners
- Classroom + workshop instruction (teens, adults, college)
- Trainer facilitation skills
- Mentoring junior designers

Leadership + Professional Strengths

- Creative direction + brand management
- Client relationship management (diverse portfolio)
- Cross-team coordination + collaboration
- Project management (concept to production)
- Community engagement + inclusion-forward facilitation

Graphic Design Instructor - Aims Community College

2012-2016

Courses Instructed:
design and color

design elements, principles, history, and color theory

photoshop

focused on the interface, functionality, layers, layer masks, drawing and painting tools, photo manipulation, composites, restoration, and animation.

illustrator

explored interface, functionality, layers, tools, output, best practices, and integration with other Adobe products.

dreamweaver

provided instruction on Dreamweaver, covering its interface, functionality, and best practices.

HTML5/CSS

delivered accelerated courses emphasizing structure and syntax.

Concurrent Enrolment Courses at Aims Loveland Photoshop, Illustrator and Indesign. Taught Photoshop during College for Kids (6 to 13) Greeley campus

Graphic Deisnger - The Supply Cache

2010-2011

Designed and produced product catalogs, postcards, fliers, brochures, magazine advertisements, web advertisements, and apparel. Managed social media, including Facebook, Twitter. Trained and mentored a junior designer.

Creative Director - Cuestix International/Pool dawg.com

2006-2010

Directed and performed in-house design for the B2B company Cuestix International and their retail arm, Pool dawg.com. Managed all printed materials from concept to production, including catalogs, fliers, postcards, magazine ads, various POS materials, apparel, and packaging. Performed product development and brand management, including trademark registration and tradeshow coordination and attendance.

EDUCATIONAL HISTORY

BA Visual Communication 2005

graphic design 2005 - University of Northern Colorado

AAS Graphic Design 2002

graphic design 2002 - Aims Community College

COURSES COMPLETED IN

Web App Development

2024 - ecornell.edu

Professional Development

2024 - 2025 - Highplains Library District -

PIC (person in charge) Training

Facilitation Skills for Trainers

Spanish For Library Workers

Mental Health First Aid Certified

AI in Libraries

Web Design and Development

2012 - Aims Community College (3 credits short AAS)

WEB

sarahswingle.com

PHONE

303.304.8703

EMAIL

design@sarahswingle.com