

SARAH SWINGLE

Graphic Designer and Library Person

303.304.8703

swingle.sarah.ss@gmail.com

sarahswingle.com

GRAPHIC DESIGN & PRODUCTION SKILLS

Expert in Adobe Creative Cloud (Illustrator, Photoshop, InDesign) for print and digital design.

Strong background in layout, composition, typography, color theory, brand identity, and visual hierarchy.

Skilled in digital and physical signage, event collateral, promotional materials, email newsletters, social media graphics, reports, and booklets.

Experienced in file preparation, pre-press, and print production for vendor-ready artwork.

Adept at resolution optimization and preparing digital assets for multiple platforms.

Maintains brand guidelines and design templates to ensure consistency and accessibility.

MARKETING & COMMUNICATIONS SKILLS

Designed and managed multi-channel marketing campaigns for events, services, and programs.

Produced assets for outreach, wayfinding, and program promotion that meet program objectives and resonate with target audiences.

Managed social media graphics and content to align with organizational branding.

Experienced in collaborating with cross-functional teams to develop concepts and execute campaigns.

Skilled in writing and editing for promotional materials, web content, and instructional guides.

WORK EXPERIENCE

Library Associate (current)

Innovation Technician (resigned)

2024 - current | LINC Library and Innovation Center, Highplains Library District

I deliver welcoming, responsive customer service to patrons of all ages and backgrounds, promoting access to library resources and programs. In my makerspace role, I taught patrons to safely use equipment including laser cutters, UV printers, 3D printers, Cricut die cutting machines, heat presses, and sublimation printers. I planned and facilitated creative programs, presented at CalMaker 2025, and represented the library at community outreach events such as Addiction Awareness and Pride, building connections and increasing awareness of services.

Freelance Designer

2004 - current | Various companies

I successfully collaborate with a diverse portfolio of clients, such as the Essential Autobody and Paint, 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

2011 - 2023 | Caring Hearts Home Healthcare

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

2018- 2020 | Reedesign Concepts

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)

Adjunct Graphic Design Instructor

2012 - 2016 | Aims Community College Greeley and Loveland
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 - interface, functionality, and best practices.

HTML5/CSS - delivered accelerated courses emphasizing structure and syntax.

Concurrent Enrolment (highschool juniors and seniors) Courses at Aims Loveland Photoshop, Illustrator and Indesign.

Taught Photoshop during College for Kids (6 to 13) Greeley campus

In House Designer
2011 - 2023 | Caring Hearts Home Healthcare

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NOTEWORTHY PROJECTS/HOBBIES

LINC library contributions

Public Exhibit space repairs and floor mural in the Where Water Flows Uphill art installation.

CALMAKER 2025 stencilpalooza class painting records with water based spray paint.

herstory connects

Previous VP of Herstory Connects- connecting women through art, fundraising and community building herstoryconnects.com. Contributing art, organization and web design.

award winning face and body painter

Denver RAW make up artist of the year
private commissions
festivals and private parties (tour de fat, greeley arts picnic, bohemian nights).

EDUCATION

2005

BA Visual Communication - Graphic Design
University of Northern Colorado

2002

AAS Graphic Design - Pre Press
Aims Community college
PTK member

COURSES COMPLETED IN

2025
PIC (person in charge)
2024
Training Facilitation Skills for Trainers

Spanish For Library Workers
HPLD

2024 web app development (python programming)
ecornell.edu

2012 web design and development
Aims Community College



PROFESSIONAL & ORGANIZATIONAL SKILLS

Coordinated multistep production processes, ensuring deadlines and quality standards were met.

Maintained clear project tracking systems for status updates, deadlines, and deliverables.

Communicated effectively with vendors, copywriters, and printers to deliver on project specifications.

Strong problem-solving, time management, and adaptability in fast-paced, collaborative environments.

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