



SARAH WILSON

EXPERIENCE

Senior Designer/Creative Lead at theDifference Consulting (fully remote)

Atlanta, GA || 2021 – Present

I work with clients and internal partners to develop creative strategy and translate that to a variety of design deliverables –UX/UI design, digital and print, branding, storyboarding, presentation and convening materials. I lead cross-functional teams and spearhead solutions to design, process and strategic problems. Notable clients include Intel, Gilead Sciences, Duolingo, UNESCO, and the United State Department of Defense.

Creative Director at Sarah Wilson Design (fully remote)

Bozeman, Montana || 2016 – Present

I specialize in branding, print and web design for a wide range of clients and industries. In addition to creative strategy and design, I manage all client relationships, timelines and budgets as well as writing, web development and design team members. I also provide marketing strategy and business development consultation. Clients come from industries including health care, real estate, DEIB, education, and non-profit organizations.

Creative Consultant/Creative Lead at Nationwide Insurance

Columbus, Ohio || 2010 – 2016

As a senior-level designer within a large in-house creative department, I used my design skills and creative strategy expertise to lead high-level projects from concept to execution, involving multiple team members and business partners and employing print, direct mail and digital tactics.

Adjunct Instructor at Central Ohio Technical College

Newark, Ohio || 2010 – 2012

I developed curriculum and taught first and second year classes in the subject areas of drawing, design fundamentals, typography and mid-level design courses.

Graphic Designer at Whirlwind Creative

Harrisburg, North Carolina || 2009 – 2010

Responsible for all aspects of assigned projects including concepting, design, production, project management, vendor selection and client relationship management.

Graphic Designer at The Collaborative Inc

Toledo, Ohio || 2006 – 2008

Designed and oversaw design and production of marketing materials for company as well as for the company’s architecture clients, which included environmental design and wayfinding, trade show presence and various digital and print deliverables.

Graphic Designer at Owens Community College

Toledo, Ohio || 2003 – 2006

Responsible for design and production of various print and web projects for internal and external audiences; managed two other designers.

EDUCATION

Bachelor of Fine Arts, 2003
Miami University || Oxford, Ohio
Magna Cum Laude

UX Certification, 2023
Cornell University || Ithaca, New York

SKILLS

Design

- Branding
- Environmental
- Packaging
- Presentation
- Print
- Social
- UX/UI

Art Direction

- Client Relationship Management
- Copy Editing

Creative Strategy

- Cross-functional Team Leadership
- Design Education and Training

Front-end Development (working knowledge)

Project Management

- Process Development and Improvement

Team Leadership/Mentorship

- Vendor Selection and Collaboration

INTERESTS

Boating, camping, fishing, cooking



PORTFOLIO

sarahwilsondesign.com
pw: Form&Function



CONTACT

wilson.sarahn@gmail.com
419.345.4770



SOCIAL

linkedin.com/in/sarahwilson