

sarah MCDONALD

DESIGNER BOOK MAKER

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Current City: Lake Forest, CA
Hometown: Omaha, NE

education

Bradley University, Peoria, IL
Bachelor of Arts, May 2011
Graphic Design Concentration
Double Minor in
Multimedia & Marketing
GPA 3.79/4.0
Magna Cum Laude

technical skills

- ▶ Illustrator
- ▶ InDesign
- ▶ Photoshop
- ▶ Wordpress
- ▶ HTML and CSS

related skills

- ▶ project management
- ▶ financial planning
- ▶ book binding
- ▶ mentoring

Freelance Designer & Book Maker

Lake Forest, CA

May 2011 to Present

Overview:

Working one on one with a variety of clients, both local and across the country, to achieve their marketing, branding and website goals.

Notable Projects:

- ▶ Designed and developed an e-commerce Wordpress website for a confection company.
- ▶ Designed a look book and line sheet catalog for a local artisan jeweler.

Wiley Valentine

Irvine, CA

Senior Designer, April 2012 to August 2015

Overview:

Worked in a time-sensitive, deadline driven business managing all production jobs including ordering materials, organizing timelines and prepping digital, letterpress and foil files for print.

Other tasks included: managing the design work for Wiley Valentine's top store account, updating products and content using both Wordpress and HTML knowledge on the company's website, and consulting on all web design builds.

Notable Projects:

- ▶ Managed the relaunch of the latest WileyValentine.com website which was a three year old project. Upon taking control, the site was launched in less than five months.
- ▶ Designed the layout and managed print production for a companion guide to a New York Times Bestseller.
- ▶ Increased sales on the Wiley Valentine Etsy shop from \$2k to \$50k+

Czar Press

Irvine, CA

Director of Operations, April 2012 to September 2013

Overview:

Managed the day-to-day workings of a growing print business amidst a fast-paced environment with crucial time-sensitive deadlines.

Tasks included: pre-press work for designer submitted files, communication with designers and direct clients and designing various Czar Press promotional materials.

Wiley Valentine

Irvine, CA

Design Intern, October 2011 to March 2012

Overview:

Headed up the revamp of the Wiley Valentine Etsy shop, added designs to invitation suites, designed a new Jewish marriage certificate collection, and coded HTML email newsletters.

Volunteer Experience

Life Group Leader at ROCKHARBOR Church

July 2013 to Present

Mentoring a group of 6-12 young adults as they navigate relationships, work and their daily walk with Jesus. Responsible for leading group discussions along with organizing and coordinating the group schedule and volunteer opportunities.

Worth Noting

Bradley University Senior Portfolio Exhibit, 2011

↳ Best Self-Promotional Design Award (One of only four awards given)

Bradley University, 2007-2011

↳ Dean's List & Presidential Scholar