

PROFILE

Exceptional Senior Graphic Designer with 25+ years’ experience in design theory, application, and production. An avid and visionary creator of marketing and educational materials. Passionate about designing for a cause as a charitable creative. Successful experience managing and completing creative and innovative projects within established deadlines, as well as communicating effectively with team members and stakeholders. Professionally proficient in Adobe Creative Suite and Microsoft Office programs.

HIGHLIGHTS

- Proficient in print and prepress process
  - Excels in prototype development
  - Consistent attention to detail
  - Team collaborator
- Effective written / verbal communicator
  - Deadline driven
  - Advocate for client service needs
  - Innovative / creative project manager

PROFESSIONAL EXPERIENCE

Sarah Carroll Design, LLC - Taunton, MA

Jan 2021 - Present

Principal Designer & Owner

- Manage, design, and create marketing style guides, mock-ups, publications, website design, event collateral, and social media kits independently for nonprofit organizations, corporations, B2Bs, and clubs
- Proficient understanding, accountability, and practice of color theory, typography, and photo editing
- Strong visual, strategic design eye for problem solving, composition, ideation, and image manipulation for high quality, content storytelling with passion

Renaissance Learning - Wisconsin Rapids, WI

Feb 2024 - October 2025

Senior Graphic Designer

- Led branding and visual storytelling across product deliverables, marketing campaigns, and company-wide events, ensuring cohesive brand identity.
- Directed design for the National Sales Meeting, producing event branding, app assets, print collateral, and large-format graphics that elevated the attendee experience.
- Partnered closely with marketing teams to elevate visuals for high-impact campaigns, driving increased engagement and consistency across digital and print.
- Developed creative concepts and translated complex ideas into compelling visuals for executive presentations, product launches, and client pitches.
- Oversaw production timelines and vendor relationships to ensure on-brand, high-quality execution across print, digital, and environmental graphics.
- Championed brand guidelines and creative standards, mentoring junior designers and cross-functional teams to maintain visual consistency.
- Enhanced user experience through thoughtful design, optimizing app graphics, web assets, and digital content for accessibility and engagement.

Molecular Bliss - Taunton, MA/San Diego, CA

Jun 2013 - Present

Creative Director & Lead Designer

- Coordinate vision of design standards for jewelry company, including print, web, style and branding guidelines, proposals, catalogs, brochures, packaging, animations, logos, and digital media campaigns
- Oversee interaction and art direction with executives, advertising, fundraising, and marketing teams
- Meet tight deadlines and manage packaging templates for products while coordinating print production with manufacturing suppliers for continuous improvement and consistency in jewelry packaging design

Pearson - Boston, MA (Higher Ed Division)

Jul 2017 - Jan 2021

Senior Designer, Creative Services

- Provided digital design solutions for marketing print graphics, animation, UI / UX, infographics, email campaigns, social media, and web pages for over \$2 Billion in Higher Education curricula sales
- Conceived, designed, and articulated deadline-driven concepts for Pearson’s national teacher conventions, campaigns, trade shows, and local exhibit events
- Received and enthusiastically addressed constructive feedback from project stakeholders and executive team while maintaining creative design integrity and quality control innovation

Pearson - Boston, MA (K-12 Education)

Jun 2006 - Jul 2017

Senior Designer, Learning Services

- Designed and developed marketing promotional deliverables for Pearson’s K-12, the world’s largest educational publisher, with sales goals of over \$800 million
- Collaborated with marketing, editorial, and packaging managers, plus proofreaders, designers, and printers in fast-paced environment—from design concepts to on-time final print award-winning deliverables
- Inspired, art directed and mentored new designers in adapting to department best practices, communications, design trends, teamwork, recruiting culture, and organizational skills while demonstrating leadership
- Organized the department digital content system for budget estimates and savings

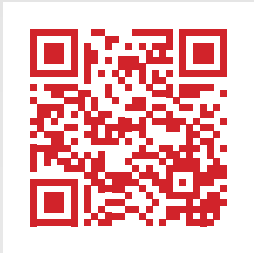
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SKILLS

Advanced Knowledge:

Adobe Acrobat, Illustrator, InDesign, Photoshop, Bridge, WorkFront, Microsoft Word, PowerPoint, Excel, Outlook, Airtable, Google Suite, Canva, FontBook, Fotor, Basecamp, Smartsheet, Jira, Widen, Workzone, Slack, Social Media (Facebook, Twitter, Instagram, WhatsApp) GoDaddy, Shopify, SquareSpace, Weebly, Wix, Duda

Working Knowledge:

Adobe Animate, Dreamweaver, Media Encoder, Spark, WordPress HTML / CCS, Email Design,

Soft Skills:

Photography, mock-ups, layout production, caricature illustration, typography, photo research, QR codes

EDUCATION

The College of New Jersey, Trenton, N.J.

B.F.A. - Bachelor of Fine Arts in Graphic Design

The New England Institute of Art Brookline, MA

Certification in Web Design/ Development

PROFESSIONAL ASSOCIATIONS

AIGA - American Institute of Graphic Arts

Freelancers Union

Creative Mornings - Boston

AWARDS

Outstanding Award for Excellence Graphic Design USA Magazine

Cover Awards Science Cover Series

- New England Book Show
- New York Book Show
- Chicago Book Clinic