

SARAH NELSEN

GRAPHIC DESIGNER | CREATIVE DIRECTOR | OWNER, SARAH NELSEN DESIGNS, LLC



PROFILE

Award-winning graphic design. Hard worker and excellent team player with over twelve years of experience.

CAREER DEVELOPMENT

SARAH NELSEN DESIGNS, LLC | Pittsburgh, PA | 2006-Present (Rancho Mirage, CA 2006-08)

Owner / Creative Director

- Provide exceptional, award-winning visual communications to a wide range of clients specializing in non-profits, museums, and educational businesses throughout the United States
- Create innovative graphic design with limited budgets for various non-profit organizations
- Work closely with clients on designs projects featuring artists and prominent figures that have included Andy Warhol, Jane Goodall, Dr. Seuss, and National Geographic
- Collaborate with web developers to produce original, engaging web designs

UNIVERSITY OF PITTSBURGH | Pittsburgh, PA | 2008-2011

Art Director, University Marketing Communications

- Clients and projects include the award-winning "From Doorway to Distinction" Premiere printed materials and event display graphics, Hesselbein Global Academy, the award-winning Outside the Classroom Curriculum inaugural magazine, Pathology Informatics, Health Sciences' Winter Academy, and the award-winning Alumni Calendar
- Designed award-winning publications and art directed photo shoots while adhering to style guidelines and overall branding standards
- Utilized personal photography skills for various projects including campus shots and portraits

NATIONAL MUSEUM OF WILDLIFE ART | Jackson Hole, WY | 2004-2006

Art Director / Principal Graphic Designer

- Repositioned and developed new branding campaign
- Integrated new positioning by art directing and designing Award-Winning "Call of the Wild" Magazine and instituting graphic standards and corporate communications templates
- Designed and proposed complete re-design of website, features, and user experience
- Art directed photo shoots and photographed architecture, retail, portraits, fine art, and events
- Brought projects in-house, reducing expenses to complete projects within or under budget
 - General attendance up 6% first year; 10% second year | Event attendance up 50% first year
- Supervised interns, worked with staff in all museum departments, and organized bulk mailings
- Estimated printing, explored printing options, specified papers, and executed press checks
- Planned, priced, and designed cross-media advertising campaigns for print, web, and radio to increase attendance, awareness, and revenue generation
- Presented storyboards, design mock-ups, marketing overviews, and production schedules

SPINE DESINE, LLC | Jackson Hole, WY | 2003-2006

Owner / Principal Designer

- Founded freelance graphic design shop offering "Visual Solutions with a Backbone"
- Provided pro-bono services for two Annual Habitat for Humanity "Framing a Future" Auctions to build a home by creating complete identity system, ad campaigns, and print collaterals

PRINT

Advertising
Brochures/Flyers
CD & DVD Packaging
Environmental Graphics
Fine Art Catalogs
Graphic Standards
Invitation Packages
Logo/Identity Systems
Magazine/Editorial
Menus
Paper Specification
Posters/Banners
Print Production
T-shirts

MARKETING

Advertising Campaigns
Branding/Positioning
Editing/Copy writing
Event Promotions

OTHER

Painting/Illustration
Photography
Website Design
Web-user Experience

SOFTWARE

Adobe CS5.5:
Illustrator
InDesign
Photoshop
Dreamweaver
Flash
Quark Xpress 7.0
Microsoft Office
Perfect Resize
HTML
Aperture
MAC / WIN

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AWARDS & ACCOLADES

- PRSA Renaissance Award Creative Tactic, Other: Calendar ('11)
- IABC Golden Triangle Award, Magazine Design ('10)
- IABC Golden Triangle Award, Other Publication Design ('10)
- PRSA Renaissance Award Creative Tactic, Direct Mail: Invitation ('10)
- PRSA Merit Award Creative Tactic, Other: Event Display ('10)
- IABC Golden Triangle Award Excellence, Event Display ('09)
- IABC Golden Triangle Award Honor, Invitation ('09)
- MPMA Award for Excellence in Publication Design: Development Materials ('08)
- MPMA Award for Excellence in Publication Design: Brochures ('07)
- MPMA Award for Excellence in Publication Design: Invitations and Promotions ('07)
- MPMA Special Judges Award for Excellence in Overall Design ('06)
- MPMA Award for Excellence in Publication Design: Invitations and Promotions ('05)
- MPMA Award for Excellence in Publication Design: Brochures ('05)
- First Place, 2003 Teton Valley Recreation Photography Contest | Jackson, WY ('03)
- Art Director for special event "Blue Gold & Black: From Doorway to Distinction" which won three awards: 2009 IABC Golden Triangle Honor (Special Events); 2010 PRSA Renaissance Award (Special Events); 2010 CASE (Council for Advancement and Support of Education) Accolades Bronze.
- Original photography featured in presentation "Blue Gold & Black: From Doorway to Distinction" which won three awards: 2009 IABC Golden Triangle Honor in Audiovisual; 2010 PRSA Renaissance Merit Award (Online/Social Media); 2010 CASE Accolades Bronze.

PRSA = Public Relations Society of America; MPMA = Mountain Plains Museum Association, a division of the American Association of Museums; IABC = International Association of Business Communicators.

EDUCATION

M.A. SUSTAINABLE DESIGN COURSES | 2011

Minneapolis College of Art and Design | Minneapolis, MN / Online

B.A. INTEGRATIVE ARTS: GRAPHIC DESIGN | 1998-2002

Pennsylvania State University, College of Arts and Architecture | University Park, PA

PENN STATE STUDY ABROAD: THE UNIVERSITY OF NEW SOUTH WALES | 2001

College of Design, College of Fine Arts | Sydney, Australia

INVOLVEMENT AND INTERESTS

MEMBER AIGA, the Professional Association for Design - 2007-14
Carnegie Museums of Pittsburgh - 2008-14
Western Pennsylvania Conservancy - 2009-12
National Museum of Wildlife Art - 2002-14
Palm Springs Art Museum - 2006-14
Jackson Hole Historical Society - 2011-12
iStockPhoto.com Certified Photographer

**VOLUNTEER/
SPONSOR** Refugee and Resettlement Program Charity, Building New Hope Coffee,
Mustard Seed Mission Nicaragua, World Vision Int'l, Western Visions Art Show & Sale,
Women for Women International, Coachella Valley Rescue Mission, Presbyterian
Church of Jackson Hole Gulf Coast Mission, and Habitat for Humanity of the
Greater Teton Area.

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