

SARA SAFFERY

— ART DIRECTION & GRAPHIC DESIGN —

Designer with a passion for supporting brands of all sizes in telling their stories through eye-catching visuals and strategic thinking. Adept at designing for various applications, specializing in concept art, logo and identity, packaging, print, digital, apparel and textiles. Highly qualified and proven track record in developing successful global marketing campaigns and innovative visual brand direction for large franchises.

CONTACT

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EXPERIENCE

- Art Direction & Branding
- Packaging Design
- Textile/Apparel Design
- Concept Art
- Web Design & Development
- Motion Graphics & Animation
- Illustration
- 3D Rendering
- Presentations
- Image Editing & Retouching
- Product Photography
- Video Editing
- Project & Team Management

TOOLS

- Adobe Creative Suite, Mac OS
- Autodesk Maya
- FinalCut Pro
- Working knowledge of HTML & CSS
- Wacom Stylus & Tablet

EXPERTISE

- Developing design solutions that communicate to the right audience.
- Managing multiple projects with tight deadlines - independently or collaboratively.
- Presenting to clients.
- Listening to feedback and finding creative solutions that align with customer goals.
- Positive and easy-going yet realistic and goal-driven.
- Identifying areas to improve productivity and communication.

WORK HISTORY

OMNI OHANA STUDIOS / Kailua, HI

Art Direction & Design / Freelance Contractor 2012 - Present

Creation of enhanced branding aesthetic/messaging. Logo and brand identity, social media content (motion graphics, animations, video sequences), web and print materials, t-shirt graphics. Clients include The LEGO® Group, Pratt & Whitney, Team Link Schools.

THE LEGO GROUP / Enfield, CT

Graphic Designer 2015 - 2017
Associate Art Director 2012 - 2015

Global marketing campaign development and establishing visual brand direction for LEGO® Star Wars™, resulting in highest performing LEGO® playtheme. Primarily focused on concept and key visuals, packaging design, logos, print ads, social media and digital content, and marketing presentations.

MARSHALL COLOR STUDIOS / Belchertown, MA

Creative Director 2010 - 2012
Production Assistant 2009 - 2010

Elevated the company from a color separations business to a respected design studio, delivering on-trend graphics for t-shirts, apparel, and textiles for major brands and franchises. Creative direction and account management of all design projects. Adept at color-separating graphics for screen printing.

BCBG MAX AZRIA / Los Angeles, CA

Textile Designer 2007 - 2008
Graphic Design Associate 2006 - 2007
Textile Design Assistant 2005 - 2006

Lead designer in creating color-separated repeating patterns for apparel. Packaging and graphic development for trim and accessories. Presentation decks for merchandisers and buyers. Spearheaded new system for scheduling, archiving, and department management resulting in increased efficiency and productivity.

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA / Los Angeles, CA

August '01 - May '05 • Bachelor of Fine Arts • Graphic Design & Illustration

INTERESTS / SPECIALTIES

- Established Aloha Animal Sanctuary - O'ahu's first non-profit farmed animal sanctuary in January 2018. Creative Director/Graphic Designer.
- Photography, Video Production/Editing, Painting, Furniture Refurbishing
- Singing/Songwriting & Voice Over
- Environmental conservation & restoration
- Volunteering – devoted 6 months in 2018 volunteering abroad with various environmental conservation & animal welfare organizations. Provide design services and labor to local non-profit organizations.