



**Sarah Nelson — Graphic Designer**  
 2288 SE 7th ST Gresham, OR  
 www.sarahnelson.design  
 mobile: 503-734-7211

## Work Experience

---

April 2015 – March 2020  
 Portland, OR

### Zappallas USA

In my role as the sole Graphic Designer, I consistently delivered compelling designs on time, exceeding expectations for Zappallas USA brands such as Tarot.com and Numerology.com. Embracing a collaborative spirit, I actively shared the latest trends and techniques with my team, fostering an environment of inspiration and creative ideation. As a proactive self-starter, I effectively balanced creativity with organizational skills, ensuring the smooth progression of projects amidst fast-paced deadlines. Taking the initiative, I implemented design direction and proposed revisions from the Creative Director, Marketing Director, and occasionally the General Manager, enhancing overall design quality and adapting dynamically to evolving project requirements. Across various outlets, including Email Blasts, Video Content Creation, Social Media Presence, On site graphics, and in the development of new Campaigns, I maintained a steadfast commitment to design consistency, significantly contributing to the visual identity and ultimate success of each project.

August 2015 – December 2015  
 Portland, OR

### HereNow Creative

Handled and transported samples and assets provided by Nike such as photos, typography, Brand styles etc. by creating streamlined production of printing signs for stores nation-wide.

June 2014 – August 2015  
 Portland, OR

### Vignette: Agency for Employees

Delivered PowerPoint presentations for Brand conferences

August 2011 – March 2013  
 Bowie, MD

### Creative Direct Fundraising Group

Made data-driven-based design decisions on previous performances via A/B testing for a variety of Non-Profit clients reach out to donors.

July 2010 – June 2011  
 Towson, MD

### Towson University Design Center

Developed graphics for communications materials, including illustrations, logos, catalogs and e-mail Newsletters.

## Education

---

### Towson University

Bachelor of Science & Art: Graphic Design  
 August 2006 – June 2011  
 Towson, MD

### Dundee University

Study Abroad – Graphic Design  
 September 2007 – June 2008  
 Scotland, United Kingdom

## Skills & Expertise

---

◆◆◆◆◆	Photoshop	◆◆◆◆◆	Video Editing
◆◆◆◆◆	Illustrator	◆◆◆◆◆	Research
◆◆◆◆◆	InDesign	◆◆◆◆◆	Typography
◆◆◆◆◆	HTML/ Code	◆◆◆◆◆	Illustration
◆◆◆◆◆	Mood Boards	◆◆◆◆◆	UX/UI