

Sarah Reitmeier

GRAPHIC DESIGNER | Seattle, Washington · 214-733-4922 · smreitmeier@gmail.com

Portfolio: sarahreit.com

EDUCATION

The University of Oklahoma

August 2018 - May 2022 · Norman, OK · GPA: 4.0

- Bachelor of Arts: Advertising; Minor in Psychology
- Recipient of Gold ADDY Award for outstanding student art direction in Integrated Ad Campaign category

SKILLS

Design Skills: Branding, Layout, Typography, Advertising Campaigns, Social Media, Logo Design, Illustration, Print Prep, Packaging, Web, Icons, Photography

Tools: Adobe Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Figma, Procreate, Microsoft Office

WORK EXPERIENCE

Junior Brand Associate - Flourish Labs

September 2023 - Present · Remote

- Drafted creative briefs executed by a team of freelance designers and social media content creators.
- Created a wide variety of deliverables for the Peers.net brand, including social media assets, informational posters, gift cards, fliers, wearable merchandise, web ads, and social ads.
- Adhered to brand guidelines to ensure consistent visual messaging.
- Assisted with the launch of new brand promotions, including a partnership program and Parents+ campaign, creating marketing collateral where needed.

Freelance Graphic Designer - Flourish Labs

May 2023 - Present · Remote

- Collaborated on a team of creative freelancers to shape the Peers.net brand and capture a Gen-Z target audience by developing trendy, eye-catching graphics for print, digital, and out-of-home deliverables.
- Followed briefs, brand guidelines, and critique from client to ensure that all visual and marketing needs are met.

Graphic Design Intern - The HomeMore Project

June 2023 - Present · Remote

- Worked both independently and alongside fellow designers to create a variety of marketing and brand collateral, including stickers, blog article graphics, web banners, icons, social media posts, and more.
- Assisted with brand refresh by overhauling old graphics and redesigning them to adhere to the new branding guidelines.
- Took the lead on a t-shirt fundraiser, designing both the merchandise and the accompanying marketing deliverables.

Graphic Design / Social Media Intern - NooWave

January - April 2023 · Remote

- Collaborated directly with company CEO to strategize a streamlined brand identity, increasing brand awareness and social media engagement.
- Managed company's social media accounts by creating, scheduling, and posting visually-engaging posts and utilizing relevant hashtags for maximum reach.
- Crafted product presentations, brand sheets, and other marketing collateral for use at partnership proposals and industry events.