

Sarah Ebert

Graphic Design + Art Direction

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EXPERIENCE

Art Director

Pure Barre | 2022 - Present

- Lead creative direction and execution for brand projects across digital and print, including website, email, social media, seasonal campaigns, product launches, apparel, environmental graphics, events, and internal presentations.
- Manage a creative team of in-house graphic designers, photographers, and freelance videographers and editors. Collaborate with external digital ad agencies. Manage print and signage vendors to ensure top-tier production quality.
- Re-branded the brand guidelines and developed a brand copy style guide to reinforce brand marketing consistency.
- Plan and lead all photo/video shoots to capture content within budget constraints.
- Spearhead creative planning and presentation design for the annual Franchise Partner Convention. Travel to the multi-day convention to ensure all presentations deliver an insightful experience to 600+ attendees.
- Manage and organize the creative asset library to easily navigate thousands of creative assets developed across multiple years.
- Define timelines and manage all creative workflow to ensure timely, goal-driven project delivery.

Graphic Design Manager

Callaway Golf | 2017 - 2022

Graphic Designer (2017-2019), Design Lead (2019-2021), Design Manager (2021-2022)

- Collaborated with the Creative Director to lead brand campaigns, product launches, catalogs, packaging, retail displays, events, and environmental design.
- Built the graphic design team from the ground up. Hired, mentored, and managed five designers. Hired and trained the project manager.
- Created and enforced brand guidelines across multiple retail and marketing channels.
- Directed 3D team renderings and led development of all golf ball packaging, contributing to increased market visibility. Traveled for press checks and vendor management to ensure high-quality print production.
- Integrated project management tools and developed systems to optimize workflow efficiency.
- Strategized with product leads to confirm design concepts were aligned with consumer data.
- Co-hosted Callaway's first-ever women's golf podcast: Girls N' Golf

Graphic Designer

Sound United | 2014 - 2017

- Designed marketing materials for three audio brands: Polk Audio, Boom Movement, and Definitive Technology. Workload consisted of identity, packaging, product launches, website, email, social media, print, and environmental graphics.
- Collaborated with copywriters, engineers and industrial designers to ensure marketing materials represented accurate product information.
- Developed UX wireframes and UI visuals for the Polk Audio website redesign.
- Developed branded booth designs for Polk Audio at the annual CES and CEDIA trade shows.
- Led the creative direction and design execution the Forte Foundation annual gala, Sound United's 501c3 non-profit organization.

EDUCATION

BFA: Graphic Design Emphasis

University of Wisconsin - Stevens Point

- Graduated Magna Cum Laude
- High Honor Roll

SKILLS

Design

Figma
Illustrator
InDesign
Photoshop
After Effects
Ceros
HTML5 / CSS3 (Basic)
MS Office

Professional

Leadership
Art Direction
Time Management
Project Management
Detail-Oriented
Team Collaboration
Strong Typography
Organization
Conceptualizing

Project

Basecamp
Asana
Digital Stack
Dropbox
Box
Google Drive

BRANDS WORKED WITH



MARROW

