

# SARAH TEMPLE

Designer



## CONTACT

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## EXPERTISE

Art Direction  
Brand Identity  
Marketing  
User Interface Design

## SKILLS

### PERSONAL

Concepting, storyboarding, and production  
Advertising, brand identity, marketing,  
user testing and design research  
Studio art direction & photography

### TECHNICAL

Adobe Creative Suite  
After Effects, video editing, and Audacity  
HTML & CSS coding  
HTML editing in Sharepoint  
(Microsoft CMS)



## EXPERIENCE

### 84.51° | Designer

2015 - Present

Design Lead for all marketing design and branding. Art direction of external agencies, freelancers, and vendors. Brand consultant and art director for the company; working with numerous teams, creating and maintaining an asset library of templates, imagery, and brand guidelines to be utilized by hundreds of employees. Develop, evolve and promote the 84.51° brand identity. Concept and design of marketing collateral for both digital and print; case studies, brochures, logo identities, and event support to name a few. Collaborate with executives to create data visualizations that illustrate innovative ideas. Manage multiple deadlines to ensure project time lines are met.

### DUNNHUMBY | Visual Designer

2013 - 2015

Designer on the global marketing team responsible for design of internal and external collateral such as infographics, thought leadership pieces, logo and identity design, multi-page print and digital pieces and more. Collaborated with executives and co-workers across the globe to concept and produce data visualizations to win business. Worked with others to develop digital brand guidelines and produce a branded bootstrap that could be implemented throughout all applications. Helped to establish, evolve and promote the brand guidelines throughout the organization.

### BAREFOOT PROXIMITY | Interactive Designer

2009 - 2013

Lead designer in charge of concept, storyboard, production, art direction, and design of monthly online content for Home Made Simple, the brand that supports Procter & Gamble home care brands. Development of monthly emails and social media campaigns. UI and mobile design from wire frames. Design of interactive iMedia and media buy promotional pieces for Home Made Simple and other brands such as Swiffer, Cascade, and more. Client presentations. Mentor and oversee work of design co-ops.

### BAREFOOT PROXIMITY | Interactive Design Intern

2008

Design for sweepstakes and interactive advertisements. Concept and storyboard sketching. Assisted designers with design and development of websites and iMedia banners.

### PROCTER & GAMBLE | Design Manager Co-op

2007 - 2008

Sole designer in charge of major promotional design and branding work for the PRIDE symposium (a biyearly, all company R&D event). Projects included multi-page printed collateral, large event sign-age, video editing, production and more. Re-Design of ImageBank website (P&G's stock photography site). Collaborate with team leaders to concept and design internal brand identities.

### LPK | Creative Co-op

2006 - 2007

Assisted designers with projects, product comps for clients, photography, presentations, competitive research, and magazine layouts. Design work for Pampers Diapers.

## EDUCATION

### UNIVERSITY OF CINCINNATI

College of Design Architecture Art and Planning (DAAP)  
Bachelor of Science in Digital Design