

SARA CLINTON

Hello & Nice to Meet You!

I'm a passionate and hard-working multidisciplinary designer with over 8 years of creative experience in web design, e-commerce, branding, art direction, digital advertising and campaign design.

Experience

2022 – 2023
Remote

ELVA DESIGN GROUP | Visual Designer

Created branded layout designs and animated digital solutions for a range of ELVA brands including: ABH Cosmetics, Titan Fitness, PetSupermarket, and AG Jeans. Presented directly to clients and owned animated prototyping on several projects. Used Baymard research and design expertise to create engaging and innovative designs for e-commerce site pages including PDP's, PLP's, CLP's and homepages. Worked closely with design directors, UX designers and copywriters to consistently arrive at the most dynamic and engaging design solutions possible.

2022 – 2023
Remote

TEMPO | Senior Visual Designer

Designed digital, social, email, and animated experiences for a wide variety of cross-platform digital communications. Concepting and prototyping for UI/UX needs. Owning projects and Figma files from kickoff through completion, presenting work to the Creative team and Marketing stakeholders; incorporating feedback into thoughtful final assets.

2019 – 2020
Manhattan, NY

DÉCOR | Branding Designer

Art directed & prop styled all apparel photography for Winter/Holiday 2020 season. Proposed, designed, and implemented branded and animated email campaigns for Surfside Supply Co. and XTERRA. Worked on digital and print projects including: visual identity creation, logo exploration, pitch books, research presentations, mood boards, as well as brainstorming for new business development.

2017 – 2018
Niwt, CO

CROCS | Digital Designer

Designed graphics and email layouts in support of various digital campaigns, promotions and seasonal initiatives. Assets typically included digital advertisements, social media graphics, website banners, and emails. Responsible for direct communication with email development team for pre-flight review and corrections in order to ensure design accuracy.

2016 – 2017
Manhattan, NY

MADISON SQUARE GARDEN | Graphic Designer

Conceptualized, designed, and developed campaigns for the NY Rangers 2016-2017 season alongside the art director and copywriter. Created print, digital, and environmental assets for concerts, live events, and other teams.

Education

2012 – 2015
Manhattan, NY

FASHION INSTITUTE OF TECHNOLOGY

BFA Graphic Design | Minor in Art History

Associates Degree in Communication Design
Dean's List and Graduated with Honors

2014
Nottingham, UK

NOTTINGHAM TRENT UNIVERSITY

Graphic Design | Fall 2014 Semester

Study Abroad Exchange Student Program

SaraClinton.com

Hello@SaraClinton.com

(201) 417-4171

Skills

Art Direction
UI Design for E-Commerce
Motion Graphics/Animation
Figma Prototyping
Branding & Identity Design
Pitch Deck/Presentation Design
Campaign Design
Print & Packaging Design
Email & Web Design
Social Media Design
Environmental Design
Design Research
Photography
Video Editing
Prop Styling
Photo-Retouching
HTML/CSS

Personal Strengths

Problem Solving
Leadership
Communication
Team Player

Software

Adobe Creative Suite
Figma
MS Office Suite
Sketch
Webflow