



Sarah Morey

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SUMMARY

Creative and detail-oriented graphic designer with expertise in brand development, visual storytelling, and multi-platform design. Skilled in tracking and adhering to tight deadlines, managing large-scale projects, and ensuring consistent brand application across diverse materials. Experienced in leveraging emerging technologies, including AI tools and motion graphics, to deliver projects that tell a brand's story.

EXPERIENCE

Graphic Designer | ECMC Group

March 2022 - Present, Minneapolis, MN

- Manages and designs annual updates for the “Opportunities” guidebooks, working with vendors to distribute over 300,000 copies nationwide.
- Works with stakeholders, translators and print vendors to ensure quality and accuracy in both print-ready files and web-ready deliverables.
- Applies industry trend data from conducting research and psychological insights in tailoring design assets to engage Gen Z audience effectively.
- Leads the production of video projects, including storyboard development, editing, and animation; applying techniques acquired through a completed motion graphics course at UCLA.
- Collaborates with multiple teams to design impactful, data-driven quarterly PowerPoint slides for the board of directors and senior leadership.
- Created visually engaging print and digital materials for the “Question the Quo” annual report by transforming complex survey data into intuitive, easily understood, infographics.
- Implemented cutting-edge AI technologies in Adobe Creative Suite, streamlining image sourcing workflow, reducing image editing time by more than 50%.

Graphic Designer | Steele Brands (Stalk & Spade, Crisp & Green)

March 2022 - July 2021, Wayzata, MN

- Developed final logo and established cohesive brand identity for Stalk & Spade, ensuring accurate brand representation across the restaurant environment and marketing channels.
- Art directed and executed product photo shoots, retouched food photography, and defined a distinct photography style.
- Produced detailed mock-ups and renderings, enhancing leadership presentations and maintaining alignment with creative direction.
- Designed key brand touch points, including the street-facing elements of a Stalk & Spade location (signage, murals, window vinyls), packaging mock-ups, detailed schematics of floor plans with branded element placements, and digital renderings of the website and app.
- Spearheaded design efforts for branded in-store items, ensuring alignment with brand standards. Efficiently managed vendor relationships and ensured precision thorough file preparation in print process.
- Designed Stalk & Spade email newsletter templates and brainstormed subscriber incentives, contributing to increased subscriber numbers and open rates.
- Designed and developed InDesign templates for Crisp & Green’s training booklets, streamlining files for future updates.
- Illustrated and designed artwork for stickers and social media graphics used for select grand openings.

Associate Designer | Wealth Enhancement Group

July 2021 - February 2018, Plymouth, MN

- Assisted in the execution of a strategic three-phase rebrand; enhancing visual consistency across marketing materials with the goal of increasing brand recall.
- Designed engaging content for client presentations using PowerPoint, successfully breaking down complex information to improve client engagement at potential client dinners.
- Leveraging a blend of critical thinking and creativity, simplified complex financial concepts into clear, engaging, and accessible content for clients, including the development of guidebooks, case studies, and infographics.
- Integrated and rebranded over 20 newly acquired firms, maintaining brand consistency and educating employees about the WEG brand.
- Introduced motion graphics to the brand, resulting in increased engagement and the highest-performing LinkedIn posts.
- Designed tailored event invitations and environmental branding for client events to enhance client experience and engagement.

Internship | Chicago Children’s Museum

September 2017 - December 2017, Chicago, IL

- Designed event signage, menus, and collateral for the annual gala.
- Developed a new program logo, effectively aligning it with the museum's brand identity.

- Implemented customizable templates for lower thirds video elements, ensuring consistent and professional branding.

Graphic Designer | Columbia College Chicago Career Center

January 2017 - December 2017, Chicago, IL

- Met with student clients to develop over 90 logos total.
- Implemented eye-catching design solutions tailored to multiple media formats, aiming to improve overall program participation rates among students.

Internship | Whiskey Riff

June 2017 - August 2017, Chicago, IL

- Produced over 50 custom illustrations for t-shirts and hats for the online store.
- Developed parody graphics for shirts inspired by famous brands and logos, tailored to the website's target market—young people who listen to country music.

Graphic Designer | The Columbia Chronicle

January 2016 - December 2016, Chicago, IL

- Managed multiple strict, non-flexible deadlines; and developed award winning illustrations and center spread designs.
- Expected to always deliver highest-quality, resulting in maintaining the long-held team award of “Number 1 college newspaper in the country”.

EDUCATION

BFA, Graphic Design, magna cum laude | Columbia College Chicago

Chicago IL, 2017

Deans List,
magna cum laude

SKILLS

Project management (CAPM® certification in progress)

Adobe Creative Suite (Indesign, Illustrator, Photoshop)

Motion graphics, videography and video editing (After Effects, Premiere Pro)

Presentation deck design & creation (Powerpoint, Keynote)

Project management software (Wrike, Basecamp, Asana, Trello)

Photography and photo retouching

Understanding of key design principles (visual and message hierarchy, type-setting, layout design, color theory)

Print production and vendor management

Asset management and print file preparation

Soft Skills: Multitasking, strict deadlines, prioritizing projects

Mac user