

# SARAH M. CARROLL

graphic designer

résumé

**AWARD-WINNING GRAPHIC DESIGNER** – A multi-talented Senior Designer with expertise in publishing design, book design, branding identity, marketing, web, logo, packaging, and social media design. Highly experienced in storyboarding, conceptual design, and executing problem-solving. Bring a balanced understanding of the educational publishing product side as well as K-20 marketing.

**Effective Team Player** – Colleagues recognized my creativity, flexibility, a positive attitude; exceptional collaborative and interpersonal skills.

## PROFESSIONAL EXPERIENCE

2021–Present

Thumbnail Studios LLC – Quincy, MA

**Principal Owner & Creative Director**

Expanding my philanthropic interests, currently manage, design, and produce marketing materials, brochures, presentations, logos, infographics, web banners, websites, packaging, brand identity, clothing design, event collateral, and more for non-profits, corporations, and small businesses.

2015–Present

Molecular Bliss – Quincy, MA/San Diego, CA

**Creative Director & Lead Designer**

Create all aspects of design for a jewelry company, including print, web, catalogs, brochures, packaging, animations, logos, and company social media. Oversee vendor partnerships and work closely with executive, sales and marketing teams.

### My career timeline of Pearson companies, name changes, and divisions

2017–2021

Pearson, Higher Education - North America Marketing – Boston, MA

**Senior Designer, Creative**

Provided marketing design solutions for print, digital, animation, infographics, email coding, social media, and web pages for multi-million-dollar Higher Education curricula. Designed concepts for Pearson's national teacher exhibits and local events.

2006–2017

Pearson, PreK–12 Education - Learning Services – Boston, MA

**Senior Designer, Creative**

Designed and conceptualized promotional and marketing material for grades K-12 educational programs. Continually collaborated with marketing managers, advertising managers, packaging managers, proofreaders, designers, and printers—from brainstorming to final print.

Add'l. Experience

Pearson Prentice Hall, School Division – Upper Saddle River, NJ.

**Senior Designer, Design Services**

Prentice Hall, School Division – Upper Saddle River, NJ.

**Design Specialist Coordinator, Art & Design**

Silver Burdett Ginn – Morristown, NJ.

**Freelance Designer, Design**

## VOLUNTEERISM

2013–Present

A Leg Forever Charitable Foundation – Stoneham, MA – Graphic Designer & Volunteer

2008–Present

Boston Athletic Association – Boston Marathon – Boston, MA – Finish Line Volunteer

2013–2021

Dreamfar High School Marathon – Newton, MA – Graphic Designer & Volunteer

2013–2015

Find the Cause Breast Cancer Foundation – Framingham, MA – Graphic Designer & Volunteer

2012–2016

Labouré Catholic Charities – South Boston, MA – Graphic Designer & Volunteer

2012–2013

Red Sox Foundation – Boston, MA – Volunteer

2008–2013

Kevin Youkilis' "Youk's Kids" – Newton, MA – Graphic Designer & Volunteer



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## SKILLS

Advanced Knowledge: Adobe Acrobat, Illustrator, InDesign, Photoshop, Microsoft Word, PowerPoint, Excel, Airtable, Google Applications, Basecamp, Smartsheet, Jira, Workzone, Slack, Canva, Social Media (Facebook, Twitter, Instagram, WhatsApp)

Working Knowledge: Adobe Animate, Media Encoder, Spark, Dreamweaver, WordPress, Weebly, Shopify, Wix

Skills: photography, mock-ups, layout production, caricature illustration, typography, 3D packaging mockups



## AWARDS

Outstanding Award for Excellence–Graphic Design USA Magazine; 2006-2013

Cover Award–Social Studies Cover Series–New York Book Show

Cover Award–Science Cover Series–New England Book Show

Cover Award–Science Cover Series–New York Book Show

Cover Award–Science Cover Series–Chicago Book Clinic

Cover Award–Social Studies Cover Series–New York Book Show

Art Director's Club of New Jersey Honorable Mention



## EDUCATION

The New England Institute of Art, Brookline, MA

Certification in Web Design/Development

Trenton State College, Trenton, NJ.

B.F.A., Bachelor of Fine Arts in Graphic Design



## PROFESSIONAL ASSOCIATIONS

AIGA - American Institute of Graphic Arts

Freelancers Union

International Society of Female Professionals