

Hi, I'm
SARAH WEISS

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New York, New York

SKILLS

Illustrator
InDesign
Photoshop
After Effects
Figma
Sketch
InVision
HTML / CSS
WordPress
Powerpoint
Social Media
Photography

EDUCATION

SUNY New Paltz
Bachelor of Fine Arts
in Graphic Design
May 2018

EXPERIENCE

Email Designer

May 2022 – Present

Banana Republic Factory • Remote

- Designed up to 14 weekly emails to promote sales, holidays, and new products, while enhancing Banana Republic's visual identity with new email designs featuring more animations and product laydowns.
- Collaborated with cross-functional teams, including Marketing and Copywriting, to gather product imagery and copy for successful campaigns, and presented designs bi-weekly for feedback.
- Retouched photos to adjust lighting and create silhouettes for product laydowns.

Volunteer Graphic Designer

May 2021 – Present

First Tech Fund • New York, New York

- Maintained a compelling online brand presence by designing social media posts for Instagram, Twitter, and LinkedIn.
- Designed and developed flyers and Zoom backgrounds to promote the brand to potential investors and attract sponsors.
- Curated a library of icons and usage guidelines for design templates, facilitating consistent creation of materials for the Marketing team.

Graphic Designer

April 2019 – May 2022

Oved Group / 5 Star Apparel • New York, New York

Brands: Eddie Bauer, IZOD, Chaps Ralph Lauren, Lee, Ben Sherman, Joe's Jeans Kids, NFL Wear for Women, Tabari, and Vigoss

- Developed seasonal lookbooks and banners by collaborating closely with clothing designers and marketing.
- Retouched photos and videos, ensuring they met high standards of quality for lookbooks, online retail, magazine advertisements, packaging, and banners.
- Effectively managed Instagram, increasing engagement by 34%.
- Assisted photographers in studio and on-location by preparing all products, equipment and lighting setups.

Graphic Design Intern

February 2019 – April 2019

Clare Paint • New York, New York

- Designed weekly email campaigns to promote products, sales, and articles, increasing click-through rate by 18%.
- Created advertisements and style guides tailored to Instagram, Facebook, and Pinterest.
- Retouched photos and videos for use on websites and social media platforms.

Design Intern

September 2018 – January 2019

Bartok Group / Nue24 • New York, New York

Brands: Alex Evenings, Decorté, Giella, Mizuki, Retail Store Tours, and Sekkisei

- Designed and maintained websites using WordPress and Shopify.
- Advertised new products and promoted holiday sales by creating weekly email campaigns for 3 brands.
- Managed Instagram and designed style guides to ensure consistent and visually appealing posts.
- Photographed and retouched cosmetic samples, using images to create email and social media marketing campaigns.