

Sara Hartleben

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EDUCATION

Northeastern University

BFA in Graphic & Information Design

Sep 2017 – May 2022

SOFTWARE

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Acrobat Pro

Adobe After Effects

Adobe Premiere Pro

Figma

Procreate

Microsoft Office Suite

Basecamp

SKILLS

Identity and Brand Design

Print Design

Web Design

Animation & Motion Design

Prototyping

Typography & Typeface Design

EXPERIENCE

Sametz Blackstone Associates / Designer

Oct 2022 – present

- Craft compelling and engaging design systems in direct collaboration with a wide-ranging portfolio of clients, including education and performing arts.
- Collaborate with a team of strategists, editors, designers, and developers to create impactful design concepts that resonate with target audiences and support client goals, while maintaining a strong focus on expanding and refining brand identities.
- Lead processes from initial art direction pitches to presenting final execution of visual identity systems, ensuring a smooth handoff of the final printed and/or digital (static and video) deliverables.
- Assist Creative Director and Director of Operations with production of final print deliverables, including reprints, inputting text changes, color-correction and Preflight/PDF Creation/Post-flight of final files.
- Manage the newly launched Sametz website to ensure all content is up to date with evolving web case studies.
- Streamlined the studio's website creation pipeline by creating a templated Figma document with pre-built and formatted blocks, significantly cutting down the web development process timeline.

Scout Studio / Design Lead

Jan 2022 – May 2022

- Spearheaded the rebranding and website redesign for Envision, a community-driven accelerator for young, underrepresented founders.
- Delegated design efforts on a team of web designers and developers to efficiently tackle projects.

Boston Beer Company / Creative Services Co-op

Jul 2020 – Dec 2020

- Designed print and digital marketing materials across the Boston Beer Company portfolio, including brands such as Samuel Adams, Twisted Tea, Truly, Angry Orchard, and Dogfish Head.
- Led internal cross-functional communications with sales representatives about needs and constraints.
- Partnered with print vendors to determine materials, pricing, and shipping deadlines.
- Influenced the creation of in-house materials, culminating in the solo contribution of a series of illustrations for t-shirts and office wall art for the Twisted Tea brand.

The Boston Globe / Advertising Creative Services Co-op

Jul 2019 – Dec 2019

- Partnered with the Studio/B Sponsored Content team within the Advertising department for the Boston Globe and the Globe Magazine to develop creative and informative graphics and animations to enhance the reader's experience for sponsored content articles on the Boston Globe website.
- Developed and organized creative direction for an array of internal and client-facing events, B2B deliverables, and digital ads—Internal partnership included assistance with copywriting and production.