

# SARAH MARIE FINSEL

senior graphic designer

## DESIGN EXPERIENCE //

**WX Brands** • Novato, CA

*Senior Graphic Designer* • Sep 2017 - Present

Design and develop various types of point of sale from print, digital and displays. Create, design and develop new, or improve existing, national or exclusive brand labeling. Edit bottle photography and beauty shots across all WX's brands. Design, update and edit various brands micro-sites. Create email templates and social media content. Design various sales materials such as brochures and sell sheets for sales force team.

**Vanguard Properties** • Sonoma County, CA

*Marketing Designer* • Feb 2017 - Sep 2017

Design and develop various marketing materials for Real Estate agents in the Bay Area. Independently create each agents marketing materials whether it's an e-blast, postcard or brochure while still maintaining the Vanguard Properties brand.

**2K Games** • Novato, CA

*Marketing Designer* • Sep 2016 - Feb 2017

Design various creative assets along all 2K Game brand, in both digital and print. Lead designer for various banner templates, which were utilized for both Black Friday and Cyber Monday sales within 2Ks online store.

**Olympus America Inc.** • Center Valley, PA

*Mid-Level Graphic Designer* • Aug 2013 - Sep 2016

Worked in-house on all Olympus entities (corporate, consumer, medical, scientific) in both digital and print. Adhered to the Olympus brand by supporting each business group by creating and leading design on various landing pages, micro-sites, email templates, emails, logos, sell sheets, infographics, brochures, banners (both digital and print), PPT templates, icon illustrations, posters, t-shirt designs, booklets, hand-outs etc. While working at Olympus I was leaned on heavily for illustrating needs within the company, whether it be for infographics, icons, posters, logos etc.

**GREY NY** • New York, NY

*Digital Designer* • Sep 2011 - Aug 2013

Design and develop concepts for all social media platforms. Created logos, game apps, banners and micro-sites. Supported my team by helping them concept, execute and pitch ideas for possible new clients. Client list includes Red Lobster, Olive Garden, Tums and NFL.

## SKILLS //

- illustrator
- indesign
- photoshop
- lightroom
- photo re-touching
- strong communication
- superior work ethic
- stellar brainstorming skills
- eagerness to learn
- problem solving
- independent thinker
- mailchimp
- html/css
- ms word
- ms powerpoint

## EDUCATION //

**Kutztown University of Pennsylvania** • Kutztown, PA  
Bachelor of Fine Arts: Communication Design • May 2011  
Concentrations: Graphic and Interactive Design

## CONTACT //

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