

SARAH MORLEY

SUMMARY Enthusiastic visual designer with over 20 years of experience creating engaging print and digital media, from concept to completion. Devoted to readable content. Customer-focused with solid communication skills. Enjoys working with stakeholders, team members, and vendors to meet goals and deadlines.

GRAPHIC DESIGN

The Creambelt Seed Co., Ballston Spa, NY; 2014-2020

- Owner-operator of wholesale and retail business offering heirloom and USDA Certified Organic seed for vegetables, herbs, and flowers
- Designed and produced branding; packaging; wholesale catalogs; POS displays; grow-guides and all marketing materials for print, e-commerce website and social media

Captaris, Inc. (now OpenText) Portland, OR; Seattle, WA; 2000-2008

- Senior Designer for website UI; packaging; advertising; brochures; technical data sheets, white papers, and case studies; and trade show graphics
- Initiated new packaging and documentation for six software products, moving from a big-box, big-book format to CD-ROM in sleeve, reducing all associated costs by 70 percent

Bernard Hodes Advertising, Los Angeles, CA; 1995-1999

- Production Artist and Art Director for recruitment advertising agency, with accounts including Cedars-Sinai Hospital, Disney Interactive, Toshiba, and Xerox

RESEARCH

College of Agriculture The Pennsylvania State University, State College, PA; 1986-1989

- Lab and greenhouse research technician for studies of soilless media, plant nutrition, and seed germination

Institute of Water Resources, University of Alaska, Fairbanks, AK; 1982-1984

- Lab and field technician for research in arctic and sub-arctic water and air pollution; collected samples; used spectrometry, chromatography, and other standard methods of quantitative and qualitative analysis

EDUCATION

The Pennsylvania State University, State College PA; 1992, BA with Distinction, Design

Paul Smith's College, Paul Smiths, NY; 1982, AAS Ecology and Environmental Technology

SOFTWARE

Adobe Illustrator, Photoshop, InDesign, Acrobat; Microsoft Office; Google Workspace

VOLUNTEER

Franklin Community Center food pantry worker and garden coordinator; Saratoga Springs, NY

CONTACT

PORTFOLIO <https://sites.google.com/view/smojo550/home> EMAIL smojo550@gmail.com CELL (518) 430-7914