



# SARAH B WILLIS

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BOSTON, MASSACHUSETTS

ART DIRECTOR  
GRAPHIC DESIGNER  
PRODUCER

## STATEMENT

i am a freelance art director, graphic designer, and creative consultant. i value authentic design strategy, creative technical workarounds, and elegant communication. i look for projects that involve engaging people as well as logistical, linguistic, and visual puzzles.

## ABOUT

name	SARAH B WILLIS
date of birth	MARCH 26 1992
place of birth	MASSACHUSETTS, USA
nationality	AMERICAN

## EDUCATION

mar. - may 2017 berlin, germany	full stack developer, web development LE WAGON BERLIN (BATCH # 65)
sep. 2016 - jan. 2017 new york, n.y., usa	web development, online FLATIRON SCHOOL
feb. - may 2013 berlin, germany	metropolitan studies and urban design HUMBOLDT-UNIVERSITÄT ZU BERLIN
sep. 2010 - may 2014 washington, d.c., usa	bachelor's degree, english literature, <i>cum laude</i> GEORGE WASHINGTON UNIVERSITY

## SKILLS

design	adobe photoshop, indesign, illustrator
front-end	html, css, bootstrap, javascript
back-end	ruby, rails
languages	english (native), spanish (intermediate)

## INTERESTS

artistic	film photography, fashion
food	ice cream, strong coffee
aesthetic	glen luchford for gucci, marcel dzama
misc.	nice pens and notebooks, scrabble

## EXPERIENCE

freelance producer, creative director *june 2016 - present*  
BODE NEW YORK, LLC *new york, n.y., usa*

- creative consultant for small menswear fashion brand
- created ux/ui design concept, styled e-commerce, photographed looks
- designed printed goods
- coordinated collection launch for men's new york fashion week fall/winter 2017 presentation
- wrote copy featured in publications such as vogue, nytimes, and wwd; wrote copy for website (www.bodenewyork.com)

junior project manager, data analytics *feb. - may 2016*  
BRANDWATCH *new york, n.y., usa*

- contracted by a leading global social listening firm to provide project management support in the data analytics sector
- translated clients' social media goals into data driven visual and relatable elements using a boolean operating system
- created project scope of work, timeline, budget; staffed job by liaising between account managers and a team of nine analysts, delivered customized platform to client
- optimized preexisting data queries for longstanding clients using linguistic research strategies

office coordinator *may 2015 - feb. 2016*  
GLOSS STUDIO *new york, n.y., usa*

- assisted project manager with internal ventures including renovation, general upkeep
- wrote personal correspondences for executive staff, edited proposals
- oversaw administrative responsibilities and human resources by managing calendars, coordinating interviews, booking meetings, fine art shipping, tracking, and record keeping

## PROJECTS

WAU WAU CLUB [www.wauwau.club](http://www.wauwau.club) *may - june 2017*  
*berlin, germany*

- graphic design, ux/ui
- lead content creator



@sarahbethwillis



@sbwillis



github.com/sarahbethwillis