

Sarah Romeo

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portfolio:

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Skills

Programs: Photoshop, InDesign, Illustrator, Muse, Bridge, Dreamweaver, After Effects Sketch, InVision, Sublime Text, GitHub, Supadu, PowerPoint, Webflow.

Specialties: Photo manipulation/retouching, typography, page layout, print production. HTML5 and CSS3, some Javascript and JQuery. Wireframes, user flows and site maps. Image copyright and art purchasing.

Education

Fordham University

BA in English and Creative Writing, Cum Laude

Continuing Education

Course in Typography at School of Visual Arts, New York, NY, Summer 2011

Course in Graphic Design at Parsons, The New School for Design, New York, NY, Summer 2012

Course in Letterpress Design at The Cooper Union, New York, NY, Fall 2012

Certificate Program in Web/Digital Graphic Design at Pace University, New York, NY, Spring-Summer 2013

Course in Figure Drawing at The Cooper Union, New York, NY, Spring 2014

Course in Front End Web Development at General Assembly, New York, NY, Fall 2015

Course in UX Design at General Assembly, New York, NY, Spring 2016

Relevant Experience

SENIOR GRAPHIC DESIGNER, May 2016-Present

Simon & Schuster Ad/Promo, New York, NY

- Design compelling marketing collateral as part of a creative team that acts as an in-house agency
- Work includes a high volume of print and web advertisements, promotional materials, invitations, e-blasts, animated videos, and landing pages
- Collaborate with a large group of project managers, art directors and junior designers to meet multiple, rapid deadlines on a daily basis

GRAPHIC DESIGNER, May 2013-May 2016

Tor Ad/Promo and Marketing, Macmillan Publishing, New York, NY

- Designed promotional and marketing materials for Tor Books including bookmarks, risers, brochures, postcards, boxed sets, sell sheets and advertisements for newspapers, magazines and conventions
- Created web pieces including landing pages, banner ads and email blasts
- Developed branding concepts for our yearly showings at Comic Con and design corresponding booth skins, animated presentation and printed materials
- Responsible for all production duties including price negotiation with printers
- In November of 2014, I was promoted from junior designer to designer

FREELANCE GRAPHIC DESIGNER, July 2014 - Present

Various Clients

- Design advertisements and promotional materials on a freelance basis for clients in diverse industries including lawn care, fashion accessories and wedding

JUNIOR GRAPHIC DESIGNER/ART ASSISTANT, June 2010-May 2013

Putnam Art, Penguin Group, New York, NY

- Maintained schedules and tracked budgets for Putnam Art Department
- Performed photo research and negotiated rights with image houses
- Managed cover edits, routes and reprints
- Uploaded finished covers to online feeds and submitted final files to archival system
- Acted as a liaison between all Penguin departments, vendors and freelancers
- Designed original book covers
- In March of 2012, "junior designer" was added to my title and design became the primary focus of my job

HOME DESIGN EDITORIAL INTERN, August 2008-December 2008

Family Circle Magazine, Meredith Corp., New York, NY

- Assumed the editorial assistant's duties after her departure from the magazine, allowing me to write the March 2009 "Home News" column
- Contacted PR representatives to gather product information and samples
- Attended press events and helped with other market work
- Researched home goods featured in monthly consumer column, wrote corresponding copy