



Sarah Gardner

Graphic Designer

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Resume



Sarah Gardner
Graphic Designer

Yorktown, VA

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Top: Stationery Set
Bottom Business Cards
Right: Resume

Curious and innovative graphic designer with 7+ years of experience in customer relations and a love of visual storytelling. Skilled at multitasking, organizing, and teamwork. Fluent in Adobe Creative Suite and knowledgeable about typography, color theory, and brand design.

EDUCATION

Bachelor of Arts, Graphic Design & Media Arts
Southern New Hampshire University
June 2023
Cumulative GPA: 3.9 | President's List

Associate of Science, Business Administration
Thomas Nelson Community College
July 2020
Cumulative GPA: 3.2

ACADEMIC PROJECTS

Personal Branding (2023)

Designed a professional branding suite consisting of personal logo, business cards, letterhead, resume, and a leave-behind piece in Adobe Illustrator.

TOWN (2022)

Designed marketing materials consisting of a table tent, menu, and brochure for TOWN Chinese restaurant in Adobe InDesign.

Beyond the Lamppost (2021)

Created digital photo collage using masking, filtering, and scanning techniques in Adobe Photoshop.

SKILLS

Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Dreamweaver, Figma, Microsoft Visual Studio Code, HTML/CSS, Microsoft Word, Microsoft Powerpoint, Typography, Print design, Web design, Creative problem solving, Time management, Organization, Multitasking, Customer Service

WORK EXPERIENCE

Graphic Designer July 2022 - present
Freelance - Yorktown, VA

- Created 21 deliverables for a client's wedding using Adobe Illustrator and Photoshop including save the dates, invitation suite, ceremony and reception signs, and games, in addition to helping the client with the layout of the wedding website.
- Connects with clients on a weekly basis to better understand their goals for the project and to ensure a successful collaboration.
- Multitasks by working on 2 to 3 academic projects and client projects throughout the work week.
- Utilizes industry standard design software to create vector illustrations, print layouts, and branding materials.

Associate Banker October 2022 - present
Chase - Williamsburg, VA

- Helps clients discover their needs and goals to determine how to best serve them financially and add value to their visit.
- Opened one of the first four branches of Chase bank in the Hampton Roads area and received customer satisfaction survey scores of 9s and 10s.

Teller July 2018 - September 2022
Wells Fargo - Hampton, VA

- Managed drive up teller window throughout the beginning of COVID-19 pandemic and onward; kept three drive up lanes running constantly, helping 100+ clients per day on the busiest days.
- Collaborated with teammates to come up with ways to reasonably manage client expectations and come up with solutions that promoted a positive experience for all clients; customer satisfaction survey ratings never

Beyond the Lamppost

I spent a lot of time exploring different ideas for this project, the theme of which was place and identity. As fantasy stories have always been influential on my life, I chose to take photos in my neighborhood and edit them together to give the appearance of fantasy elements in the real world. It is meant to inspire the viewer to look for the extraordinary things in the world around you, and to remind you that you are the hero of your own story. All photos used in the collage are my own.

Tools Used

Adobe Photoshop



Posters

This project was to create travel and event posters from pop culture using a minimal color palette, dynamic typography, and vector illustration. For the event poster, I took inspiration from the Twenty One Pilots album artwork associated with the tour. For the travel poster, we were encouraged to take inspiration from vintage travel posters and create a design for a fictional location, and I selected Asgard from the Marvel movies.

Tools Used

Adobe Illustrator

Left: Asgard Travel Poster

Right: Twenty One Pilots Takeover Tour Poster



Elements of Design: Cats

This project is about creating different kinds of balance with the same shape. I created four: crystallographic, pattern, asymmetrical, and radial. These pieces use black, white, and optical grays instead of color, and make use of shape, form, line, and space. The lines and overlapping shapes were also used to create texture in each piece. There is a lot of repetition in these works as the shape used is exactly the same, but creates a different design each time, and movement, white space, and balance, are all important elements here.

Tools Used

Sharpie pens

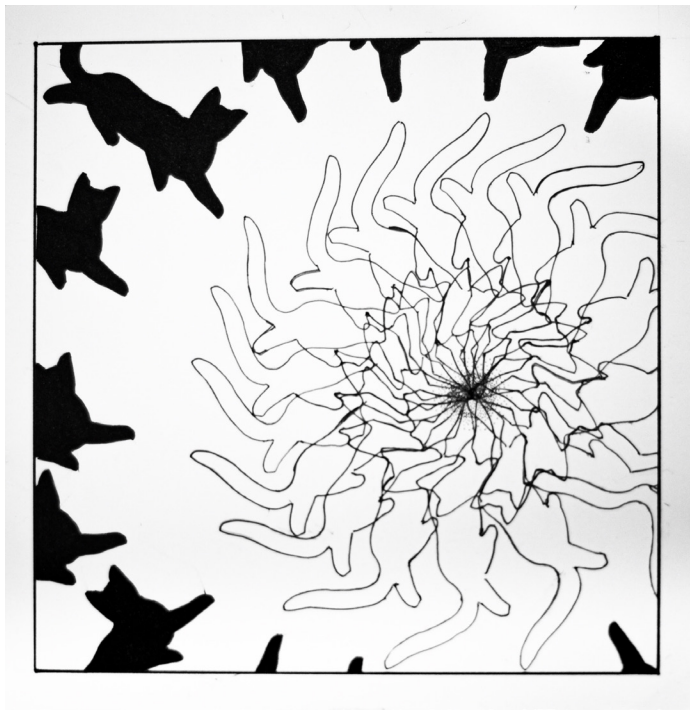
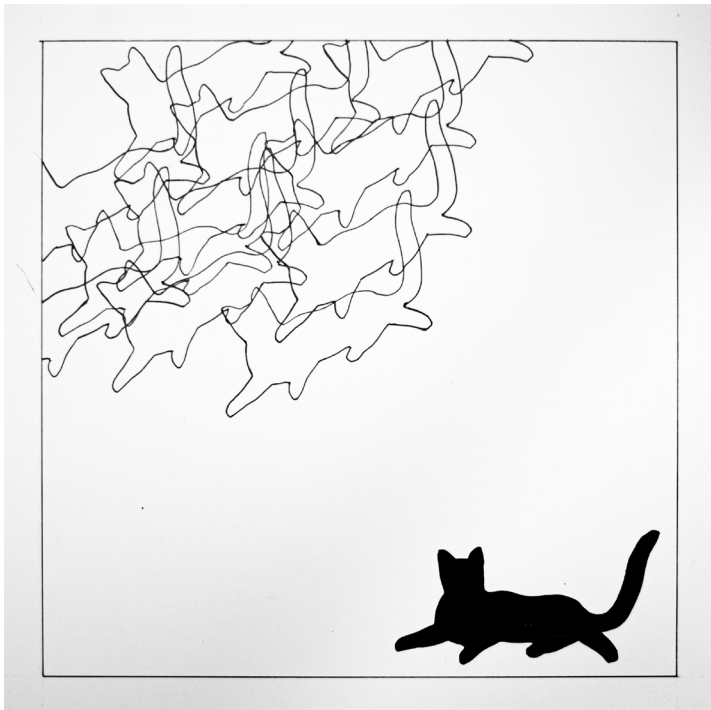
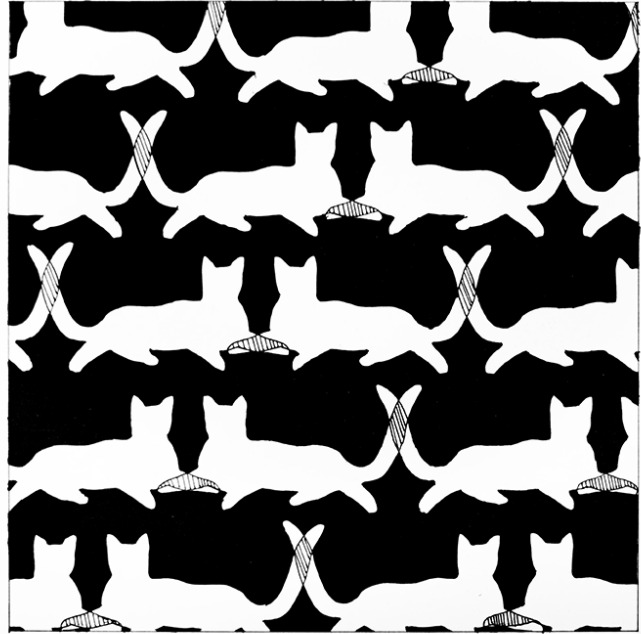
Bristol board

Left: Asymmetrical

Top Middle: Crystallographic

Bottom Middle: Radial

Right: Pattern



TOWN

This project was to create marketing materials such as a table tent, tri-fold brochure, and menu for TOWN, a Chinese restaurant that strives to create a luxury dining experience for its clientele. These designs were created using colors and typefaces consistent with the branding of the client.

Tools Used

Adobe InDesign

Typography

Majesti Banner
Athelas

Colors

-  Sleek
-  Bamboo
-  Fire Starter
-  Cool Down

Top row: TOWN Menu front, TOWN Menu back, Tablet Tent front and back
Bottom row: Trifold Brochure Outside, Trifold Brochure Inside



Upper Crust Bakery

This project involved designing a logo and stationery set for Upper Crust Bakery, a family run bakery that creates specialty French pastries from locally sourced ingredients. The client wants its customers to feel the essence of Paris when they step into the bakery. This project involved creating vector illustrations for the logo and different layout designs for the letterhead, business card, and envelope design.

Tools Used

Adobe Illustrator

Typography

Al Fresco

Lato

Colors



Paris Lilac



Baguette



Upper Crust

Left: Packaging Materials

Right: Stationery set



Java Been

Java Been is a small coffeehouse that hosts local artists, musicians, and students, and needed a new website design to improve user experience. This project for my Advanced Web Design course involved creating wireframes and mockups of the website design using typography and colors consistent with the brand style guide. I also built out a website for the client based on the mockups using HTML/CSS, jQuery, and JavaScript.

Tools Used

Figma
Adobe Dreamweaver
Microsoft Visual Studio Code

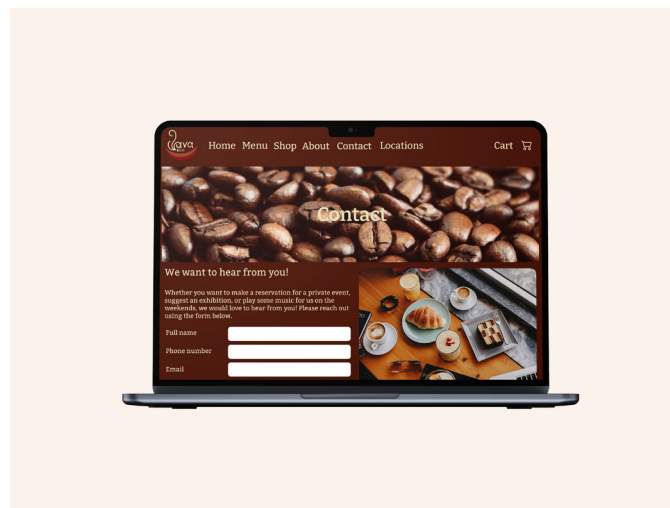
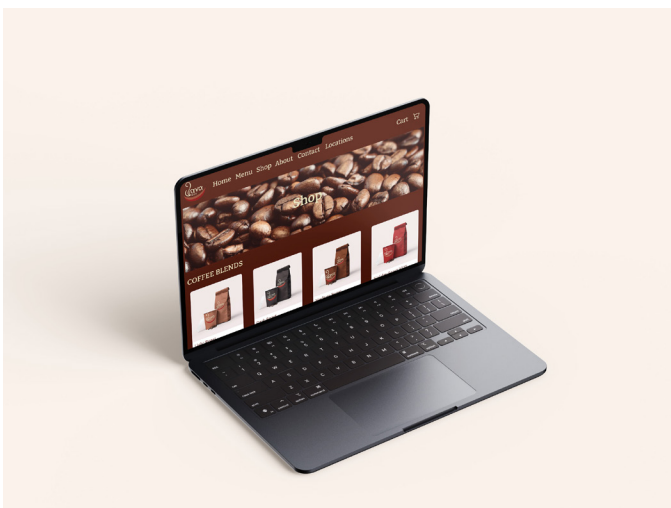
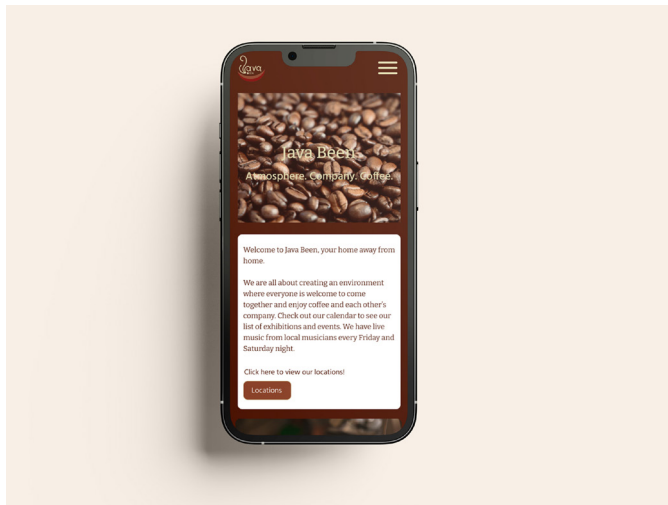
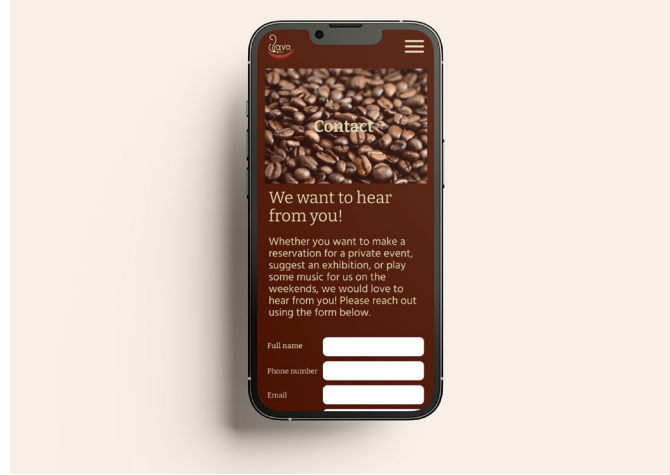
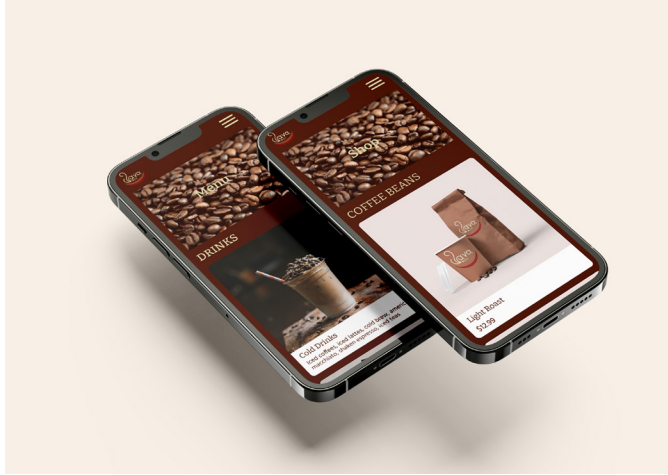
Typography

Hind
Bitter

Colors

 Espresson
 Froth
 Typewriter Ink
 Cherrywood

Top Row: Locations Mobile Page, Menu and Shop Mobile Page, Contact Mobile Page
Middle Row: About Mobile Page, Mobile Homepage, Desktop Homepage
Bottom Row: Shop Desktop Page, Menu Desktop Page, Contact Desktop page



ZARA

ZARA is an international fashion retailer that has a very intriguing website design, but one that is not very user friendly. For my User Experience and Design course, I created a simplified layout of the ZARA site, utilizing fonts and imagery that fit with the brand style, but with a new layout that aligns more closely with what users expect when visiting this type of website. The goal of this project was to simplify the navigation and make it easier to locate, in addition to making the product pages easier to navigate around for a more pleasing user experience.

Tools Used

Figma

Typography

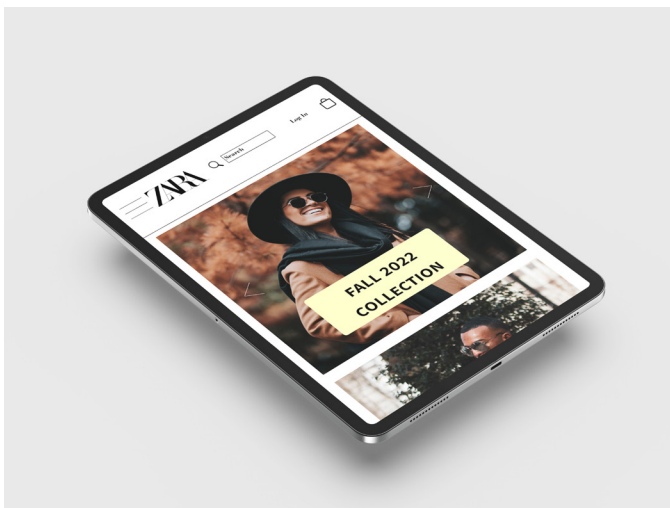
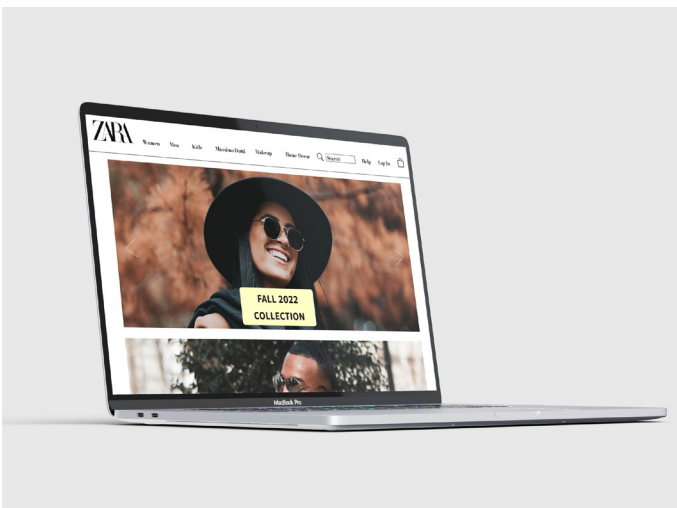
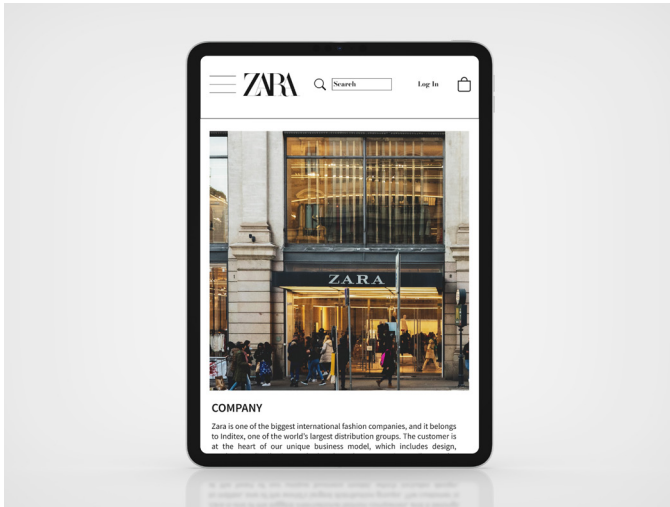
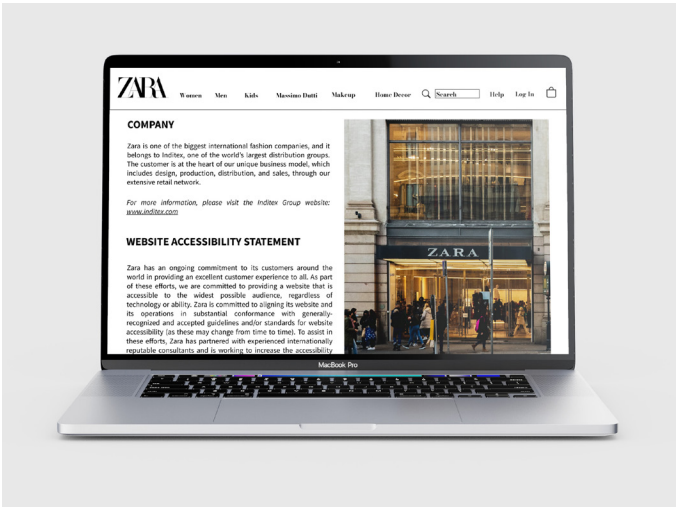
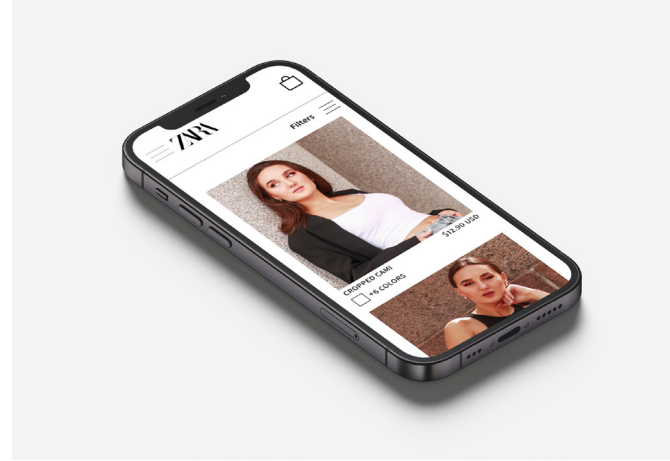
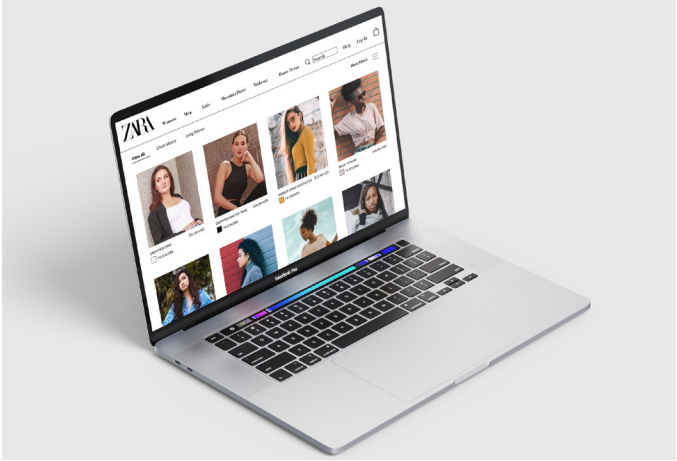
Bodoni Moda

Source Sans Pro

Top Row: Product Page Desktop, Product Page Tablet, Product Page Mobile

Middle Row: Company Page Desktop, Company Page Tablet, Company Page Mobile

Bottom Row: Homepage Desktop, Homepage Tablet, Homepage Mobile



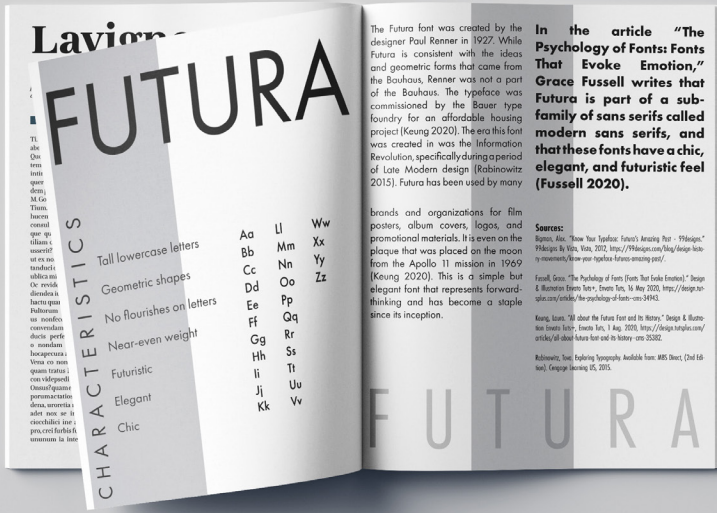
Magazines

These page layouts and magazine covers were created for my desktop publishing and typography courses. The cover projects were to create two very different magazine covers with the same image, and the layout projects were to take different articles and essays and format them for magazine publishing. These designs involved working on a grid system and demonstrating dynamic typography and layout design skills.

Tools Used

Adobe InDesign

Top Row: Futura Magazine Spread, ARTchitecture Magazine Cover
Bottom Row: Wood Block Printing Spread, Bon Voyage Magazine Cover



Book Covers

These book covers are part of a personal project in which I am going back and redesigning the covers of some of my favorite books. The ones shown here are for *The Selection* by Kiera Cass and *The Magician's Nephew* by C.S. Lewis. For *The Selection*, I created a design for a paperback book utilizing one of the same fonts from the original cover and pairing it with a new one, as well as incorporating a similar color palette to the original cover. *The Magician's Nephew* was created as a hardcover dust jacket, utilizing similar colors to the paperback versions and incorporating some new fonts that still capture the fantasy spirit of the books.

Tools Used

Adobe InDesign

Adobe Photoshop

Top Row: *The Selection* Front Cover, *The Magician's Nephew* Dust Jacket

Bottom Row: *The Selection* Full Paperback Cover, *The Magician's Nephew* Full Cover



Wedding

For this project, I created Save the Dates, Wedding Invitations, RSVPs, and ceremony and reception signs. While the client did not want the save the dates, invitation suite, and signs to be identical, she wanted to stick with a consistent color scheme and floral theme throughout, and the same typefaces are used for the invitation suite and the ceremony and reception signs. The floral watercolor pattern on the Save the Dates were hand painted by me, scanned in and vectorized for the project. All other assets were sourced through Adobe Stock.

Tools Used

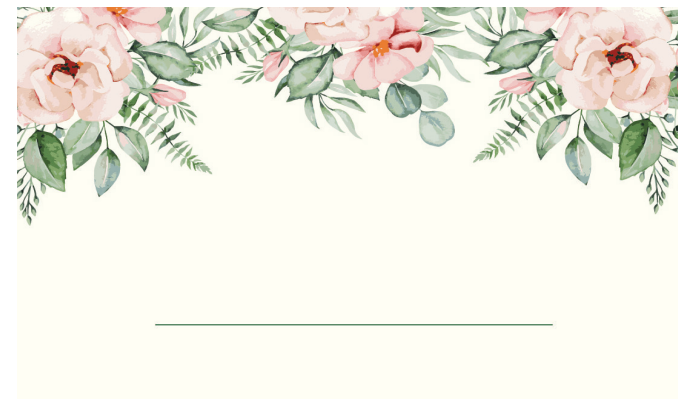
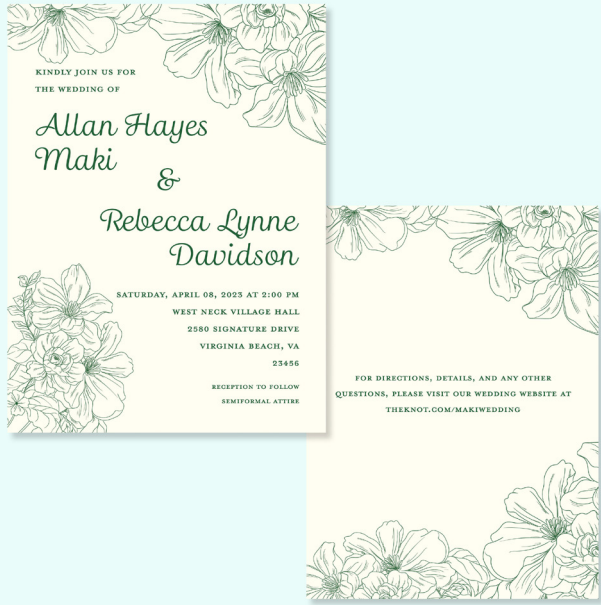
Adobe InDesign

Top Row: Wedding Invitations Front and Back, Save the Date, RSVP

Bottom left: No Phones Ceremony Sign

Middle Row: Gift Sign, Seating Chart

Bottom Row: Table Number Sign, Place Cards





Scan here to visit my
online portfolio!

Contact me



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