

sara martin



designer & illustrator

saraillustrates.com
sara@saraillustrates.com
linkedin.com/in/saraillustrates

SKILLS

Design

Page layout for print
Typography
Branding
Concept development
Retail & event signage
Digital pre-press production
Image optimization for web
Familiarity with HTML/CSS

Illustration

Vector graphics
Repeat surface designs
Visual problem solving
Sketch-to-finish in a variety of media

Tools

Adobe Creative Cloud:
• InDesign, Illustrator, Photoshop, Acrobat, After Effects
Microsoft Office:
• Word, PowerPoint, Teams, Outlook, OneDrive
Working knowledge of Figma, Sketch
Salesforce
Zoom

EDUCATION

Bachelor of Fine Arts • 2007
Rhode Island School of Design (RISD), Providence, RI

EXPERIENCE

Graphic Designer, Custom Communications • 2019–2022
Virgin Pulse, Framingham, MA (Remote 2020–2022)

Supported 350+ clients with member-facing design work over a span of three years. Partnered with copywriters, cross-functional teams, and the Client Success team to boost wellness program enrollment and engagement. Digital formats included banner ads, landing pages, and digital displays. Printed materials included postcards, mailers, and feature guides. Provided feedback to facilitate improvements and refine internal processes surrounding Creative Services.

Graphic Designer & Signmaker • 2009–2018
Whole Foods Market, Bellingham, MA

Prioritized and managed workflow of projects in a fast-paced environment. Conceptualized and designed a wide range of marketing materials according to the brand's standards, and in support of all store department requests. Print work included point-of-purchase signage, posters, brochures, and external advertisements. Graphics for web included banner ads and visuals for sales and events promotion.

Assistant Graphic Designer & Signmaker • 2008–2009
Whole Foods Market, Bellingham, MA

Maintained clear communication, timely production of artwork and completion of projects. Collaborated with eight store departments and created effective design solutions.

FREELANCE

Apparel Graphic Designer • 2009
Audubon Society of Rhode Island, Smithfield, RI

Designed t-shirt for International Coastal Cleanup's "Hold the Line" campaign, promoting the recycling of used fishing line that often entangles wildlife.

Illustrator • 2008, 2009
Brown University, Providence, RI

Created original artwork for The Brown Contemporary magazine, a student-produced publication. Work included two color cover illustrations and a half page black and white drawing.

Logo Designer • 2008
Food Should Taste Good, Needham Heights, MA

Created original logo designs for consideration of their consumer base.

Designer & Vendor • 2007
RISD Student Art and Design Sale, Providence, RI

Produced original card designs and illustrations for print. Packaged and priced sets of cards for sale. Maintained a receipt book of sales and interacted with customers.