

Sarah McKinney

Graphic Designer

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Graphic designer with an extensive background in disability advocacy and program management. Strong visual and verbal communicator who is passionate about print mediums and typography. A strong knack for color, composition, and layout.

EDUCATION

Professional Program in Graphic Design

Current
02/2021

University of California
Berkeley Extension
May 2022 | San Francisco, CA

Bachelor of Fine Art in Photography and Printmaking

Cornish College of the Arts
June 2003 | Seattle, WA

LANGUAGES

American Sign Language
Basic

SKILLS

Assets

- Illustration
- Typography/Typesetting
- Branding
- Photo Editing
- Editorial/Creative Layout

Leadership

- Team Management
9 years
- Program Management
9 years
- Grant/Contract Management
8 years

Technical

- Adobe Illustrator/InDesign/
Photoshop
- Google Cloud/Docs/Sheets/Slides
- HTML5/CSS3/Wordpress
- Sketch/Figma/Canva
- Asana/Airtable/Slack/Discord
- Microsoft Powerpoint/Word

03/2022
07/2019

Memberships

- AIGA, San Francisco Chapter
- Letterform Archive, San Francisco

EXPERIENCE

Freelance Graphic Designer

Media Bridge Marketing San Francisco, CA

- Develop engagement-driving digital marketing assets for advertising units and email blasts.
 - Design print-ready materials including ad layouts, buck-slips, postcards, and flyers.
- Tekberry / Stanford University San Francisco, CA
- Support Communications & Marketing team and other key stakeholders with internal and external marketing content.
 - Creation and presentation of design concepts, storytelling visuals, presentation decks and social media content based on brand and style guidelines.

- Create illustrations, infographics, icons and logos for departmental identities.

The Cake San Francisco, CA

- Create electronic and print documents for a B2B tech marketing consulting group using Photoshop and InDesign.
- Follow and create style guides for long form InDesign documents.

Multiple Projects San Francisco, CA

- Create package design for musical releases including 12" vinyl records, cassette tapes and CDs.
- Develop brand identities.
- Create editorial (print/digital) layouts following grid systems and typographic conventions.
- Interface with printers and product manufacturers to ensure correct specifications of deliverables.
- Create print and digital collateral for brochures and other marketing materials.

Program Director

Toolworks San Francisco, CA

- Manage program of 150+ employees and 200+ people with disabilities.
- Fiscal management of the department.