

# SARAH HEDRICK

Art Director / Graphic Designer

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## Summary

- More than 8 years professional experience designing and developing web sites, designing for print production, managing video production and coordinating a variety of design projects
- Multi-talented creative services professional with eye for typography, layout, photography and video
- Experienced with working directly with clients to manage expectations and deliver above and beyond

## Work Experience

### Senior Graphic Design Specialist • Allsup • 2009 – Present

- Maintained brand standards for company-wide marketing collateral
- Managed development of Allsup's corporate video and subsequent videos for specific areas of business
- Created various flash banner ads, flash presentations, web designs, brochures, flyers and direct mail pieces
- Directed photography shoots and video production for a variety of projects

### Project Coordinator/Web Designer II • Network Solutions • 2007 – 2009

- Designed and developed web sites for a variety of clients
- Responsible for project coordination and delivery of final web site
- Manage more than 20 web design projects simultaneously under tight deadlines on a daily basis for time as Project Coordinator
- Project coordination experience acquired by managing web designers projects and progress of projects

### Graphic Designer • Colliers Turley Martin Tucker • 2005 – 2007

- Designed brochures, logos, print collateral, invitations, and flyers
- Designed print ads for local publications such as the St. Louis Business Journal
- Developed and maintained solid relationships with clients and vendors
- Negotiated with print, web, and paper vendors on price and product for clients
- Successfully presented and developed campaign concepts to clients

### Graphic Designer • InDox Services • 2005

- Worked with a variety clients on a variety of print based projects
- Managed variable print and print on demand software for US Bank among other clients
- Created designs for logos, business cards, brochures, signs, invitations, point of purchase displays among other projects.

## Professional Skills

### Adobe software (CS5 or older)

Photoshop  
Illustrator  
InDesign  
Dreamweaver  
Flash  
Fireworks  
Premiere Pro  
Soundbooth  
After Effects  
Bridge

Microsoft Office  
Word  
Power Point  
Excel

### Other Software/Skills

Quark  
Flypaper  
HTML & CSS best practices  
Experience with hand and computer illustration

Mac  
PC

## Education

### Bachelor of Arts:

Graphic Arts  
(emphasis in design and printing)  
College of the Ozarks

## Additional Work Experience

### **Freelance Design Consultant** • 2005 – Present

- Worked with clients for design of brochures, newsletters, business cards, posters, advertisements, direct mail pieces, invitations, and web sites
- Created creative briefs for clients to communicate realistic time-lines and manage other expectations
- Clients include but are not limited to Maritz, Intaglio Design, Scorch Agency, Safe Connections, Metropolis St. Louis, River City Professionals and Focus St. Louis

### **Graphic Designer** • Ameriwood Industries • 2004 – 2005

- Compiled information for and designed the layout of various projects such as point of sale, client presentations, die cut creative cartons for product and brochures
- Researched and compiled booklet of target markets specific to ready to assemble furniture
- Directed photography for advertisements and package layouts

### **Graphic Designer** • Creative Printing • 2003 – 2004

- Worked with a variety customers on a variety of print based projects
- Created print ready designs within requested deadlines
- Worked with pressmen to create best possible finished product

### **Graphic Designer - Student Worker** • C of O Print Shop • 2000 – 2004

- Worked on brochures, letterheads, business cards, advertisements, program booklets and other projects for the college as well as outside clients
- Created print ready designs within requested deadlines
- Managed fonts and other graphic elements for ease of access

### **Graphic Design Intern** • State Farm Insurance • 2003

- Converted many Quark based forms to Indesign forms
- Compiled a booklet of branding logos and color palettes

## Community Involvement

### **Creative Folks Workshops**

*Facilitator/Developer*  
2011

A monthly collaborative of creative professionals to work on skills important to the design industry such as effective brainstorming techniques, design development, invention of big ideas and pitching ideas.

### **Metropolis St. Louis**

*President*  
2008-2009

One of my duties as president was to help develop and manage the creation of the new MSTL.org web site.

*Perception Chair*  
2007-2008

During my time as perception chair I was the LOT music festival coordinator.

*Webmaster*  
2007-2010

### **St. Louis IABC**

(International Association of Business Communicators)

*Webmaster*  
2007 – 2008