

SARAH GRAVES

graphic designer

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work history

CREATIVE LEAD, MARKETING, TULIP
October 2016-Present

Creative lead for marketing and sales, brand, and events. Design and execution for brand, proposals, launches and shows, including NRF's Retail's Big Show, RBTE, Shoptalk and more.

GRAPHIC DESIGNER, THINK RESEARCH
September 2015-September 2016

Lead creative for all internal and external materials, including: branding, event design, email and social media campaigns, proposal and report design as well as illustration and icon creation.

GRAPHIC DESIGNER, PAQUIN
ENTERTAINMENT (Mat leave cover)
December 2014-September 2015

Lead designer for all artist and tour creative. Created material for Randy Bachman and Buffy Sainte-Marie, family theatricals, festival tours and more. Designed event and venue collateral, as well as nation-wide tour advertising.

DESIGN MANAGER, EARTH DAY CANADA
June 2014-September 2014

GRAPHIC DESIGNER, EARTH DAY CANADA
January 2011-September 2013

Led the design and development of all creative works for Earth Day Canada. Design and art direction for the annual gala as well as Earth Day campaigns. Designed and developed program/campaign microsites and print collateral, newsletters, and eblasts. Managed web and IT staff, and external contractors.

GRAPHIC DESIGNER, KOBO INC
September 2013-April 2014

Designed for the Kobo brand team. Projects included: international events, new device campaign ideation, internal creative, and partner marketing materials for Indigo and overseas partners.

GRAPHIC AND WEB DESIGNER, HP CANADA
September 2008-December 2010

Worked on the Canadian web team designing and developing campaign microsite creative for North America, several of which were adopted and implemented by worldwide teams.

skill set

Print and web
Typography
Events
Brand
Email campaigns
Prepress
Illustration
HTML
CSS

software

Illustrator
Photoshop
InDesign
Dreamweaver
Acrobat
PowerPoint and Keynote

education

George Brown College
Graphic Design Program
Ontario College Advanced Diploma
January 2006-April 2008

Wilfrid Laurier University
Political Science Program
September 2002-April 2004

interests

Illustration
Acrylic painting
Ink drawing