

SARAH GRAVES

graphic designer

sarah@sgravesdesign.com | sgravesdesign.com

work history

MANAGER, GRAPHIC DESIGN, LOOPIO
April 2020-Present

Design lead for brand rollout, ongoing and special campaigns, and digital events. Primary creative for development of industry-wide benchmark reports as well as sales-supporting case studies and collateral.

DESIGN MANAGER, EQ BANK
April 2019-April 2020

SENIOR GRAPHIC DESIGNER, EQ BANK
October 2018-April 2019

Manager of a versatile in-house creative team, external vendors and contractors, for web, print, and event design, as well as internal marketing. Focused on team and project management and design strategy, while also leading design for brand collateral and product launches.

CREATIVE LEAD, MARKETING, TULIP
October 2016-October 2018

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 contract)
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.

skill set

Print and web design
Typography
Event design
Brand creation and evolution
Email and social campaigns
Prepress
Illustration

software

Illustrator
Photoshop
InDesign
Dreamweaver
Acrobat
PowerPoint and Keynote

education

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

interests

Illustration
Acrylic painting
Ink drawing

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work DESIGN MANAGER, EARTH DAY CANADA
history June 2014-September 2014
cont'd 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.