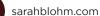


586-556-7693



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GRAPHIC DESIGNER

SKILLS

EXPERIENCE

Digital Design Branding

Adobe Photoshop

- Adobe InDesign
- Adobe Illustrator
- Adobe XD

Print Production

Print Design

Web Design

Fast Learner

Organized

Social Media

Multitasking in a Fast Pace Environment

EDUCATION

BA ADVERTISING Michigan State University

GRAPHIC DESIGNER DealerOn • 2020 - present • Grand Rapids, MI

- Developed diverse assets, templates, and digital creative, encompassing website homepage banners, web banner advertisements, and display advertisements for targeted digital marketing and remarketing campaigns.
- Produced compelling display ads, captivating social media marketing creative, and impactful web banner advertisements in strict adherence to client specifications.
- Ensured meticulous adherence to brand guidelines and compliance requirements, guaranteeing consistent and high-quality deliverables.
- Leveraged a wide range of relevant internal and external assets to align with the specific objectives of each project, resulting in effective and impactful digital content.
- Collaborated seamlessly with cross-functional team members to establish and maintain a comprehensive database of digital resources, encompassing fonts, logos, layouts, files, and branding materials.

FREELANCE PRODUCTION DESIGNER The Mars Agency • 2020 • Southfield, MI

- Provided support to a large creative team by managing print and digital production design tasks.
- Created diverse sets of digital advertising banners for a prominent retail client.

ASSOCIATE DIGITAL ARTIST Commonwealth//McCann • 2018 - 2020 • Detroit, MI

- Utilized the Adobe Creative Suite to produce digital mechanical files for print-based media, following an approved creative layout and adhering to production specifications, client brand guidelines, proper typography, and design principles.
- Demonstrated a commitment to maintaining the highest level of creative integrity, design quality, and production standards, even when working under tight deadlines.
- Fostered collaborative relationships with the Creative, Project Management, and Account teams to ensure seamless project execution.