

SARAH SHOEMAKER
bettonshoe@gmail.com
sarahshoemakendesign.com

EDUCATION

Teaching Artist Institute **Young Audiences | Arts for Learning**

Various workshops 2018 - 2019

Various teaching artist workshops include: CA VAPA Standards, Deeping Inquiry: A Questioning Lab, Creativity and Core Standards, Classroom Management, Artist, Intro to Trauma Informed Care for Teaching Artists.

Art Center College of Design

BA, Illustration

2007 - 2010

Graduated Cum Laude from this well respected art and design college, with a focus on illustration and typography. Awarded merit scholarship with works featured in the student gallery.

Westmont College

BA, Fine Art with an English Minor

2001 - 2005

Graduated Cum Laude from this small liberal arts college with highly specialized training in painting and drawing. Participated in summer writing program in San Francisco, and semester abroad in Orvieto, Italy (where I lived in a working convent!), and studied art history, Italian, and traditional majolica ceramics.

WORK EXPERIENCE

Sarah Shoemaker Design

Brand Designer

2024 - Present

- Brand Identity, visual communication, and asset creation for various clients (mostly first time entrepreneurs).

Activated Insights

Senior UX/UI Designer, Senior Brand Designer

2020 - 2023

- Worked closely with the engineering & QA team to ensure quality UX standards for their data driven survey platform for seniors.
- Conducted user interviews/user research, created rapid prototypes.

- Built branding & design system including large component library in Figma
- Created brand assets including icons, illustrations, posters, presentations, ads, and eBooks.
- Led company-wide team building workshop on Design Thinking.

Blend (Freelance)

Brand Designer

2019 - 2021

- Worked on a variety of projects in a supportive role for Blend's brand team.
- Designs included internal and external marketing collateral, signage, eBooks, presentations, ads, storyboarding, illustration, zoom backgrounds, and design system component building in Figma.

Real Page

Senior UX/UI, Product Designer

2015 - 2017

- Worked as the Lead Product Designer for Active Building, a Seattle based resident portal app.
- Conceptualized and built their IOS & Android app, conducted user research interviews, updated visual UI system, and created accessible color library for their corporate brand.

Beach Bunny Swimwear

Senior Designer, Branding & Marketing

2014 - 2015

- Worked as Lead Designer for Marketing Design Team
- Designed marketing materials including e-blasts, printed lookbooks, fashion show collateral, photography, in-store signage, window displays, hang tags, and product styling and art direction for social media campaigns.
- Redesigned Ecommerce website including updated checkout flow.

At Play Creative

Junior Designer / Senior Designer

2011 - 2014

- Started as Junior Designer, was later promoted to Senior Designer for this small agency creating digital assets for kids tv shows.
- Worked on ads, website designs, & new business pitches for various clients including: Engobaby, Hasbro, OWN, DC Comics, and Hub TV.

National Forest Design

Design Intern

2010 - 2011

- Intern for LA based design firm and creative consultancy agency

TEACHING

Team Building Workshop

Innovation Lab! (for adults)

2023

Adapted my Innovation Lab! program for kids into a company-wide team building workshop for Activated Insights employees. Team members worked in groups to solve a design challenge, utilizing the design thinking process to ideate, and learn more about each other. Fun!

Art Teacher

Art Lessons via Zoom

2020

During the covid lockdown I taught online art classes via zoom to my friend's elementary aged children. It just so happened that her children are brilliant and talented artists (their #gettychallenge re-creations far exceeded my wildest expectations).

Volunteer Workshop Facilitator

STEM Like a Girl

2018

Volunteer teacher for non-profit research based program, helped facilitate hands-on STEM activities for elementary age students.

Teaching Artist

Innovation Lab!

2018

Teaching artist residency at Vestal Elementary School. Five part program including all curriculum development, and facilitation. Using the UX design process to build critical thinking, and empathy in students.

Elementary Art Teacher

K-12 Art Teacher

2005 - 2006

International School Tegucigalpa, a private K -12 American standard based school in Tegucigalpa, Honduras. Designed and implemented the entire art curriculum for the elementary program, teaching over 250 students, 25 classes a week. I also organized and led a school wide art contest, gallery show, and after school program.

SKILLS & TOOLS

Figma component building, creative assets, illustration, photography, typography, color, e-Commerce, UX/UI, product design, user interviews, and research.

- Figma, Illustrator, Photoshop, InDesign, Powerpoint, Google Slides, Keynote
- Jira, Notion, ClickUp, Asana, Slack, Loom