

Sarah O'Connor

Senior Designer / Art Director

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🌐 linkedin.com/in/sarahfoconnor **Address:** 26/111 Salerno St, Isle Of Capri, 4217 QLD

Career Objective

A Highly talented Senior Designer and expert creative all-rounder. Previously working for top 10 full-service advertising agencies and in-house retail companies internationally. Continuously working amongst high profile clientele with extensive freelance experience. Highly motivated and intelligent with proven skills in all aspects of on-brand graphic and digital design, packaging, photography, retouching, and art direction. Can carry out a brief from beginning to end. Capable of meeting and exceeding deadlines in a highly creative field. A brilliant ideas person with great creative flair, attention to detail and communication skills.

Skills Summary

- Thorough understanding of the online/digital and social media campaign space.
- A passionate graphic designer able to turn her hand at a multitude of jobs.
- Tertiary Qualified and technically savvy.
- Photography and basic video skills along with art direction experience.
- Capable of seeing a creative concept through to finished artwork.
- Expert in Adobe Creative Cloud.
- Excellent Packaging and Retouching skills.
- Specialist in retail, packaging, 3d Visualisation and FSDU exhibition display design.
- Strong print background and great conceptual design ability.
- Capable of digital campaign roll out, delivery and sizing of banners, GIFs, eDMs.
- Able to work in a fast-paced environment with strong time management skills.
- A highly organised person with excellent team ethics and a bubbly personality.

Computer Skills

Expert in, Adobe® Creative Suite CC - Photoshop®, Illustrator®, InDesign®, Bridge®, Lightroom®, Acrobat® Rush®. Basic Premiere Pro® Duda Web Design, Wordpress, Clickfunnels™, Basic HTML and CSS and Shopify®. Email Marketing: Active Campaign, Campaign Monitor, Mailerlite. Social Media: Later and PLANN.

Education

Griffith University, Queensland College of Arts Sept. 1997 - April. 2001
B.A. Creative Arts and Design — Photography

University of NSW, College of Fine Arts Sept. 1996 - Dec. 1997
B.A. Fine Art — Printmaking (1 year complete)

Open College — Certificate 1V Digital Design Jan. 2015 - Feb 2016

Workshops/ Memberships

Lara Jade - Fashion photography Lighting	2018
Jodi Jones - Fashion Photography with Jodi Jones in Paris	2014
Australian Centre Photography - Fashion Editorial with Tangent Magazine	2012
Australian Centre Photography - Fashion Photography with Christian Blanchard	2012

Awards and Exhibitions

• Global Portrait Masters Image Awards - 12 x Bronze	2019/2020
• Group exhibition 'ACP Fashion Photography' Oxford St. Paddington Sydney	2012
• Sole exhibition '10 FACES' Fletcher St. Byron Bay	2007
• Top 10% of NSW Australia for Art Express - Art Gallery of NSW	1997
• 1st place North Coast Regional Visual Arts Contest	1996
• First Prize Easter Art Classic Byron Bay	1995

Referee's

🌐 <https://www.linkedin.com/in/sarahfoconnor> Please see linkedin for written references.

Freelance Employment	SO STUDIO (Sole Trader) - Agency and In-house	Jan. 2012 -Current 2020
	<ul style="list-style-type: none"> • MYER+CLEMENGER - Melbourne • SEED HERITAGE Melbourne • JWT London (Retail) London SW1X 7NW • BD Network London E1 6JE • Ted Baker London NW1 0TB • Aurora Fashion - Coast London EC2A 4PN • Arcadia Group - Dorothy Perkins London W1 • WARL Group Ltd London SW1P 1GW • Clemenger Group - Channel 5 Sydney • 30thirty Sydney, Neutral Bay • Colman Rasic Carrasco Sydney 	<ul style="list-style-type: none"> • Belgiovane Williams Mackay Sydney • Momentum WW Sydney, Pyrmont • Ideaworks Sydney • Hulsbosch Sydney, North Sydney • M&C Saatchi London, W1A 1AQ • Tag 29 Clerkenwell Rd, London EC1M 5TA • Woo Engine Group - Soho W1W 7RT • Feref Great Pulteney St London W1F 9NE • Wolff Olins - Kings Cross N1 9RL • Crayon London - Angel, N1 8LN • Frontroom (Sega Playstation) - SW6 1QJ
Employment History	THIS IS BD - Shoreditch London Senior Graphic Designer	Jan. 2014 - Jan. 2015
	<ul style="list-style-type: none"> • Working for an award-winning integrated communications agency based in London across a range of clients including Nestlé, Lurpak, Coca-Cola, Vue Cinemas, Nintendo, Peugeot, Virgin Media. Working both on digital and print projects as Senior Designer under Creative Director. • With proven experience at all stages of the design process, I turned my hand at a range of design projects, including large scale design ideas from brochures to exhibition displays, POS, iPad applications, and campaigns that concentrated on bringing brands to life. I also worked across pitch ideas within a team environment. • I completed high-end retouching for the brand Peugeot across catalogue, brochure, corporate posters, and signage for the U.K. and France markets. • A highlight achievement of my time at B.D. was coming up with a streamlined work solution for a digital campaign roll out for Vue Cinemas turning one week work into two days' work. 	
	McCann Erickson - Sydney Senior Designer / Art Director	July. 2011 - June. 2012
	<ul style="list-style-type: none"> • Working closely and in support of the creative director, I produced design and photographic concepts for Australian fashion brand Suzanne Grae. I created concepts, designed and developed window layouts, in-store signage, and POS items; I also supervised the retouching and art directed photographic shoots for each store campaign. • Analysing trends, colours, and shapes supplied by the buyers, I matched each theme with the look and feel of the clothes to be photographed for campaign rollout. Carrying out the direction of shoots and designing presentations to the client for each of the seasonal campaigns. • Responsible for overseeing all projects and creative assets for the brand, working closely and in support of the Creative Director.. • Briefed and executed design elements into the studio. Worked on branding guidelines and developed new shopper ideas implemented throughout the stores nationally and in-line with the brand's direction. • Contributed to conceptual ideas and brainstorming along with logo design for other brands and clients within the company. 	
	BMF Advertising - Sydney Retail Studio Team Leader / Art Director	Oct. 2009 - Jan. 2011
	<ul style="list-style-type: none"> • Worked across retail brands ALDI and Budget Eyewear as Retail Studio Team Leader. Headed ALDI Corporate, which consisted of in-store signage, advertising, POS items, newsletters, and reports. I also first worked on the weekly catalog within a studio environment, which consisted of overseeing the implementation of new campaigns and page layout. Advertising, newsletters, packaging, print advertising, outdoor signage, and digital elements implemented. • Being promoted to the role of 'Art Director' for the weekly catalog was a highlight, which consisted of scamping the layout and designing themes from concept stage through to final print. Directing the photoshoots, markups for retouching, and carrying out photo briefings. A balance of speed and accuracy was required. • A mix of excellent graphic design skills, shoot art direction, retouching, and leadership skills required alongside accurate attention to detail. 	

**Employment
History
Cont.**

MOON COMMUNICATIONS (Now IKON), Surry Hills

Sept. 2008 - Feb. 2009

Creative Artworker

- Working for a leading brand agency well established within the Australasian market and working amongst mainly fashion and retail brands such as Sunglass Hut, Bendon Lingerie, and Westfield as well as other clients such as Red Cross and ABC.
- Responsible for finished artwork, print design, retouching of images, and upholding brand guidelines.
- Design and finished art skills second to none required alongside a creative eye, which enables me to take on new project briefs. I was also responsible for implementing and cohering to studio procedures.

FCB LONDON (Now FCB INFERNO) - London

Feb. 2006 - Nov. 2008

Graphic Designer

- Working for a top ten full-service communications agency above the line and below the line clients. Working closely with Art Directors and under a studio manager.
- Part of a team was sharing and working across the board on a variety of sub-brands. I was responsible for SC Johnson brands such as Toilet Duck, Glade, Oust, Pledge, and Wisp.
- Working closely with Art Directors and under a studio manager, I designed and art-worked from scamps through to final print-ready work. Working to a range of different brand guidelines.

CLX EUROPE / K.P. BECKMANN -London

Mar. 2005 - Feb. 2006

Retoucher

- Retouched for one of the largest repro houses in Europe based in London and Italy. Clients consisted of *Top Shop*, *Traveler Condé Nast*, *Vogue Condé Nast*, *GQ*, *Marks and Spencer*, *Waitrose*, *Argos Catalogue*.
- Developing my skills as a retoucher I marked up pages e.g. bleeds, colour corrections, comps, spotting, cut-outs and some creative retouching. Working to strict deadlines under high pressure, attention to detail was imperative. I also worked on large format retail campaigns and magazine ads for Top Shop.
- Responsible for correcting colour proofs and was also briefed design jobs directly from the Managing Director completing solely from concept to print.