

SARAH KRASINSKI

GRAPHIC DESIGN + ILLUSTRATION

PROFILE

Multidisciplinary digital graphic designer with 6+ years of professional experience working with corporate and small brands in a competitive and visually-conditioned world. I am a driven and highly creative individual who incorporates a lifetime love of classic artistic ingenuity within digital design strategies.

CONTACT

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- ♡ @SARAHKRASINSKI

EXPERIENCE

LEAD GRAPHIC DESIGNER + BRAND ACQUISITIONER

Lilla P | New York, NY | February 2018 – October 2023

- Designed & developed unique marketing emails & sale campaigns reaching 25,000+ customers 4-6 times per week.
- Created social media content, periodic display ads, printed collateral & wholesale catalogs & marketing materials.
- Shot & edited flatlay product photography.
- Shot & edited seasonal video campaigns.
- Retouched, optimized & organized high volumes of seasonal e-commerce and lifestyle product photography.
- Assisted in creative direction on seasonal photoshoots.
- Worked with web developer on UX/UI enhancements and designs to e-commerce site.
- Worked with [Fashion] Design team to create unique prints/ repeat designs to be made into clothing pieces.
- Catered to strict deadlines and last minute requests.

FREELANCE BRANDING DESIGNER

July 2020 - Present

- Leads various small-business clients on long-term brand development projects with original creative direction.
- Developed color schemes, logo and typographic strategies to create a clear and concise and unique brand.
- Incorporated unique illustrations, original photography prints & creative designs into said strategies.
- Built websites/e-commerce sites on Wordpress/Shopify platforms.
- Oversaw social media and print design strategy for client.

FREELANCE GRAPHIC DESIGNER / INTERN

Milly | New York, NY | Jan 2017 – Feb 2018

- Worked in-depth with Marketing & Design Team.
- Developed advanced graphic content for social media, print, email marketing and the e-commerce website.
- Retouched & optimized e-commerce photography.

EDUCATION

B.A. GRAPHIC & INTERACTIVE DESIGN

Moravian College

2013 - 2017

SKILLS

PROFESSIONAL

Typography, Layout Design, Web/UI Design, Email, Marketing and Social Media Design, Physical & Digital Illustration Integration, Photography, Videography, Video Editing, Photo Processing and Retouching, Print/Repeat Design, Branding Strategies, Campaign Creative Direction.

SOFTWARE PROFICIENCY

Adobe Creative Suite, HTML/CSS, Klaviyo/Mailchimp/Email Platforms, Shopify/E-commerce Platforms, Project Management Softwares, Wordpress/Web Design Platforms.

MISC.

Photoshoot Planning/Model Casting, Set Design, Creative/Copy Writing, Customer Service, Retail Experience.

Sarah Krasinski