SARAHCHIRLINVAKS

408•781•5826 | vaksdesigns@gmail.com | vaksdesigns.com | Product Designer & Multimedia Specialist

SUMMARY

A successful Product Designer and Multimedia Specialist with almost 10 years of experience, my specialties are in pre-press operation, large and small scale print, product design, and packaging design. My experience has lead me to developing and implementing systems to reduce cost without reducing design quality, template creation and template manipulation, where I have consistently met or exceeded expectations on design deliverables. My most notable projects have been providing product displays for multiple trade-shows, product packaging, and new product releases for Fortune 500 companies, small businesses, and startups.

SKILLS

- Adobe Creative Suite (.ID, .PSD, .AI, Premiere Pro)
- Pre-press packaging
- Product photography & editing
- Adaptability
- Color theory
- Vector icon illustration
- Strong communication across multiple channels
- Project management
- Team and client relations
- Time Management
- Problem-solving
- Designing with a companies bottom-line in mind
- Microsoft Suite
- Excel under pressure with multiple projects

EDUCATION

NORTH SHORE COMMUNITY COLLEGE

Associates Degree: Graphic Design & Integrated Media (2015)

EXPERIENCE

PRODUCT DESIGNER & CONTENT MANAGER

Fiero Group | Brewster, NY | Remote Position: June 2021-Present

- Successfully increased sales revenue each year of employment through customer relations and design direction. ($32,000 to date).
- Implemented new design elements (sales brochures, product templates, and marketing material), that has assisted sales representatives both in-house and for third-party sales.
- Created a final rendering template reflecting 360º view of the product to help production build without wasting time on clarifying direction, resulting in increase of builds per day.
- Built to-scale .PSD templates for all products (60 ovens total).
- Consistently work alongside MegaPrint, to produce large scale 3M vinyls for oven application.

BRAND & PACKAGE DESIGNER

Mohawk Industries | Calhoun, GA | Hybrid Position: July 2019-June 2021

- Collaborated and produced branded packaging for LVP vinyl plank floorboards, matrix displays, installation instructions, icons used for packaging, and marketing material for Menard's and Home Depot displays under Quick•Step and Mohawk.
- Created PowerPoint's, Sales sheets, and product sample cards to aid sales teams to boost revenue throughout North America.
- Provided large-scale designs such as banners, displays, and brochures for trade-shows and conferences.
- Facilitated in various branded templates for all Mohawk Industries sub-brands in InDesign and PowerPoint.

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EXPERIENCE (cont.)

CONTRACT DESIGNER AND CONSULTANT

Snapdragon Hemp | G.C.E. | "The N.T.C. Krew & Chemobot-The Origin Story " | June 2016 - Present

- Spearheaded the redesign and branding for Tennessee based cannabis company, Snapdragon Hemp through redesigning their logo, establishing brand colors, initiating font hierarchy, and providing marketing material for their Instagram account.
- Responsible for the "Drag On" slogan used on all packaging for Snapdragon Hemp's batteries for pens.
- Created mail advertisements, edited store introduction video, and designed the billboard for the Snapdragon Hemp's Cookeville location.
- Produced large hanging banners, tri-fold brochures, and business cards for printed circuit board company, G.C.E., for their trade show held in Silicon Valley, CA.
- Illustrated, formatted, and co-wrote a 48-page children's book for children undergoing chemotherapy called, "The N.T.C. Krew & Chemobot - The Origin Story."
  [Accepted piece of art for the Gold Humanism Summit in Atlanta; 2024]

CREATIVE DIRECTOR & MARKETING SPECIALIST

eBranding, inc. (Le Coucou) | Sunnyvale, CA | In-house Position: September -2015-May 2016

- Produced, staged, and edited product photos, and "How-To" video tutorials used for marketing campaigns, online storefront, Amazon storefront, YouTube page, and Facebook.
- Utilized Facebook marketing to drive sales to your Amazon product page.
- Tasked with promoting the Le Coucou air fryer, I successfully achieved the goal of selling out all product within 7 months of launching first campaign.

PRE-PRESS OPERATOR & IN-HOUSE GRAPHIC DESIGNER

RoloData Printing | East Boston, Massachusetts | In-house Position: March 2015 - June 2015

- Worked alongside customers to create eye-catching and communicative mailing advertisements for small businesses, startups, and large companies in surrounding New England area.
- Ensured all files intended for print were registered in CMYK, images were set in .TIFF or .JPEG format, bleed and cut settings were properly selected, and DPI was selected at 300, to ensure optimal quality.
- Assisted lead press operator with various projects, most notably, prepping and printing the playbills for Harvard Theaters production of "Beauty and the Beast."

ADVERTISING SALES ASSOCIATE & DESIGN ASSISTANT

Nantucket Inquirer & Mirror | Nantucket, Massachusetts | Seasonal Position: May 2014- September 2014

- Through exceptional client relations, I consistently met and exceeded my monthly quota of selling $1,500 worth of newspaper ad space.
- Collaborating with the in-house Graphic Design team, I designed the ads and slogans for various businesses on the island, most notably the Murray's Toggery Father's Day sale ad; "Real Men Wear REDS."
  [Advertisement is still running to date]
- Provided all slogans for advertisements I sold.

NOTABLE ACCOMPLISHMENTS

Gold Humanism Summit Art Gallery Exhibition

Designed the oven installed at the MLB stadium, Citi Field

Murray's Toggery Father's Day Advertisement - "Real Men Wear REDs!"