

SARAH ROADMAN

GRAPHIC DESIGNER

• FINE ARTIST

• PHOTOGRAPHER

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I breathe creativity, letting it flow through everything I do. Being a designer isn't just a career choice for me, it's a lifestyle. And it's more than design, art is at the root of my being and is what helps bring meaning to my existence. Art fuels my soul - to strive for more, create more, and never stop learning. My creative mind allows me to fearlessly try new artistic mediums or master innovative design programs, to think outside the box, and translate complicated ideas into easily digestible graphics for any demographic.

With over 10 years of professional graphic design experience, I continue to push creative boundaries. I have the Midas touch, to artistically amplify everything I encounter - within my community, relationships, and at work. I also lead as the local young professional group chair and serve as a mentor, encouraging fellow colleagues to invest in their careers, communities, and office culture. I've invested over 7 years of corporate experience in my current career within HDR, working in both the competitive marketing department and as international design support within the creative studio team.

EDUCATION

Western Washington University, Alumnus

Bachelor of Arts: Fine Arts/Graphic Design
Emphasis: Marketing & Communications

ORGANIZATIONS

Young Professionals Group Chair 2019 - Present

TRAINING COURSES

Adobe MAX Conference 2016, 2017, 2020
Technical Writing Class 2016
Photography Workshop/Conference 2015
Adobe InDesign Conference 2008

AWARDS

HDR - Local Pathfinders Award (Creativity) 2019
HDR - Gold (State Level) Pathfinders
Award (Creativity) 2018, 2015
HDR - Local Pathfinders (Teams) 2015, 2017

PROFESSIONAL SKILLS

Adobe Creative Cloud

- InDesign, Illustrator, Photoshop, Lightroom
- Premier Pro, Rush, After Effects

Microsoft Office Programs

- PowerPoint, Word, Excel, Outlook, Teams

Print + Digital Design

- Creative Direction
- Branding/Marketing Design
- Illustration, Graphics (Vector + Raster)
- Layout Design (Print + Digital/Interactive)
- Website, Ecommerce, UI/UX Design
- Social Media Marketing & Design

Fine Arts/Photography/Videography

- Painting (Acrylics, Oil, Watercolor)
- Digital Painting (Procreate, Adobe Fresco)
- Illustration, Storyboarding, Concept
- SLR & DSLR Camera Photography
- Video + Motion Graphics (Production + Editing)

WORK EXPERIENCE

HDR, Inc.

Graphic Designer | 2019 – Present

- Remotely support clients worldwide - direct creative solutions for various business groups (engineers, consultants, architects, etc.)
- Design corporate brand materials for print and digital media
 - Large multi-page documents, ads, posters, fliers
 - Infographics, issues maps (using Esri), engineering concept renderings/drawings
 - PowerPoint, digital forms, interactive media
 - Local, strategic, and federal marketing proposal graphics and layout support

Marketing Coordinator/Graphic Designer | 2017 – 2019, 2014 - 2016

- Lead large, diverse teams of managers and engineers through entire marketing process
 - Lead meetings and maintain data for Client Relationship Management (CRM) tracking
 - Proposal planning and coordination, document editing, layout design, and final production
- Design and write/proofread corporate brand materials for print and digital media
 - Proposal books, infographics, issues maps, charts, fact sheets, fliers
 - PowerPoint, posters, emails, proposals/submittals
- Lead and coordinate interview preparation for large pursuit teams, including concept drafting and final PowerPoint delivery
- Photographer (Washington Area): staff portraits, aerial photography, project site photos

SweetLabs

Junior Graphic Designer | 2016

- Design and coordinate production of company brand materials for print and digital media
 - Company shirt designs, office posters, website updates
 - External client newsletters, website, business cards, tradeshow booth, swag
- Company culture and local events coordinator, designer, and photographer
 - Social media marketing
 - Interior design (lighting, concept layout design, conference room decor)
- Photographer: staff portraits, office and event photography

Seattle Water Sports

Graphic Designer / Marketing | 2012

- Design company brand materials for print and digital media
 - Annual boat catalogue, Annual 'Evening of the Stars' event marketing campaign
 - Website design and maintenance, client email outreach, social media designs
- Photographer: staff, store, retail, events

Puget Sound Energy

Marketing Assistant | 2011 – 2012

- Design company brand materials for print and digital media
 - Posters, mailers, rebate/sales fliers
 - Point-of-purchase displays
 - Website, web banners, email outreach

EESP (Extended Education & Summer Programs) - WWU

Graphic Designer | 2008 – 2010

- Design company brand materials for print and digital media
 - Fliers, posters, website graphics and site maintenance

SPEEA (Society of Professional Engineering Employees in Aerospace)

Graphic Design Intern | 2008

- Assist lead graphic designer with all marketing and design materials
 - Monthly newsletters, fliers, brochures, webpage posts, sign-up forms
- Work directly with publishers and on-site print staff to prepare print files for mass production