

# SARAH ROADMAN

GRAPHIC DESIGNER • FINE ARTIST • PHOTOGRAPHER

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## EDUCATION

**Western Washington University, Alumnus**  
Bachelor of Arts: Fine Arts/Graphic Design  
Emphasis: Marketing & Communications

## TRAINING COURSES

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

## ACCREDITATIONS

**HDR - Gold Pathfinders Award (Creativity) 2015**  
HDR - Pathfinders Award (Team - Water Marketing) 2017  
HDR - Pathfinders Award (Team - Young Professionals) 2015

## SKILLS

### Adobe Creative Cloud Programs

- Advanced: InDesign, Photoshop, Illustrator
- Intermediate: Premier Pro, After Effects

### Microsoft Office Programs

- Powerpoint, Word, Excel, Office

### Print + Web Design

- Logo, Branding, Marketing Collateral
- Illustration, Graphics (Vector + Raster)
- Layout Design (Web + Print Production)
- Video + Motion Graphics (Production + Editing)
- HTML, CSS, Wordpress
- Ecommerce, UX design
- Social Media Marketing, Photography

## WORK EXPERIENCE

**HDR** 2014 - 2016, 2017 - Present

### Marketing Coordinator / Graphic Designer

- Design company brand materials (print + web):
  - Internal marketing (posters, fliers, emails)
  - External marketing (proposals, brochures)
  - Project graphics (presentations, posters)
- Marketing strategies
- Photographer: staff portraits, aerials, projects

**SweetLabs** 2016

### Graphic Designer

- Design company brand materials (print + web):
  - Internal marketing (tshirts, posters, website)
  - External marketing (client newsletters, external website, business cards, tradeshow booth, swag)
- Photographer and social media coordinator

**Seattle Water Sports** 2012

### Graphic Designer / Sales

- Design marketing materials (print + web):
  - Catalogues, signs, fliers, posters
  - Ecommerce website, email outreach, social media
- Photographer: staff, store, retail, events

**Puget Sound Energy** 2011 - 2012

### Marketing Assistant

- Energy Efficiency Department Marketing
- Design branding materials (print + web):
  - Posters, mailers, rebate/sales fliers, POP displays, stickers, window clings
- Website, web banners, email outreach

**Extended Education & Summer Programs**

2008 - 2010

### Graphic Designer

- Design marketing materials (print + web):
  - Fliers, posters, sandwich boards
- Website design & maintenance

**SPEEA** 2008

### Graphic Design Intern

- Assist lead graphic designer with graphic materials:
  - Monthly & weekly newsletters, fliers, brochures, webpage ads, sign-up forms
- Work with editors and print production staff to prepare CMYK marketing files for mass production