

SARAH ROADMAN

GRAPHIC DESIGNER

FINE ARTIST

PHOTOGRAPHER

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With over 9 years of experience creating balanced and engaging compositions as a marketing professional and graphic designer, I eagerly tackle more innovative projects that challenge my skills. In addition to growing as a creative designer, I lead as a young professional and encourage my fellow colleagues to invest in their careers, communities, and office culture. I also bring over 6 years of vast experience at HDR, working in a diverse range of environments, teams, and offices throughout the company. I look forward to furthering my career as a designer: aspiring to step up into a senior-level position, continue learning and teaching as a creative employee, and helping others to push boundaries and deliver their best quality work.

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 Conferences 2016, 2017

Technical Writing Class 2016

Photography Workshop/Conference 2015

Adobe InDesign Conference 2008

AWARDS

HDR - Local Pathfinders Award (Creativity) 2019

HDR - Gold Pathfinders Award (Creativity) 2018

HDR - Gold Pathfinders Award (Creativity) 2015

HDR - Local Pathfinders (Teams) 2015, 2017

SKILLS

Adobe Creative Cloud

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

Microsoft Office Programs

- PowerPoint, Word, Excel, Outlook

Print + Digital Design

- Branding/Marketing Collateral
- Illustration, Graphics (Vector + Raster)
- Layout Design (Print + Digital)
- Video + Motion Graphics (Production + Editing)
- HTML, CSS, JQuery
- Ecommerce, UX design
- Wordpress, Constant Contact, Sharepoint
- Social Media Marketing

Fine Arts/Photography

- Painting (Acrylics, Oil, Watercolor)
- Digital Painting (Procreate, Adobe Fresco)
- Illustration, Storyboarding, Concept
- SLR & DSLR Camera Photography

WORK EXPERIENCE

HDR

Graphic Designer

May 2019 - Present

- Work with clients throughout the US - direct or support creative solutions for various business groups
- Design internal and external marketing materials for print and digital media
 - Flier, magazine, worksheet, poster layouts
 - Infographics, issues maps, alternative concepts or drawings
 - Powerpoints, digital forms, interactive media
 - Local, strategic, and federal marketing proposal/submittal graphics

WORK EXPERIENCE

HDR

Marketing Coordinator/Graphic Designer

Jan. 2017 – April 2019

Marketing Coordinator

April 2014 – May 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 internal and external marketing materials for print and digital media
 - Infographics, issues maps, charts, fact sheets, fliers
 - Powerpoints, posters, emails, proposals/submittals
- Local Photographer (Washington Area): staff portraits, aerial photography, project site photos

SweetLabs

Graphic Designer

May 2016 – Sept. 2016

- Design internal and external marketing materials for print and digital media
 - Internal: Annual Sweetlabs tshirt design and production, office posters, website updates
 - External marketing (client newsletters, website, business cards, tradeshow booth, swag)
- Company culture and events coordinator and designer
 - Event planning group and social media marketing
 - Interior design (lighting, conference room decor)
- Local Photographer (Seattle Office): staff portraits, office and event photography

Seattle Water Sports

Graphic Designer / Marketing & Sale

Aug. 2012 – Dec. 2012

- Design internal and external marketing materials for print and digital media
 - Annual boat catalogue, Annual 'Evening of the Stars' event marketing (fliers, posters, outreach)
 - Website design and maintenance, email outreach, social media designs
- Photographer: staff, store, retail, events

Puget Sound Energy

Marketing Assistant

Dec. 2011 – July 2012

- Design internal and external marketing materials for print and digital media
 - Posters, mailers, rebate/sales fliers
 - Point-of-purchase displays, stickers, window clings
 - Website, web banners, email outreach

EESP (Extended Education & Summer Programs) - WWU Affiliate

Graphic Designer

Sept. 2008 – March 2010

- Design internal and external marketing materials for print and digital media
 - Fliers, posters, website graphics and maintenance

SPEEA (Society of Professional Engineering Employees in Aerospace)

Graphic Design Intern

July 2008 – Oct. 2008

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