

SARAH R. BUTLER

graphic designer & creative thinker



585.943.9492



sarahrbutler@gmail.com



www.sarahrbutler.com

EXPERIENCE

- Graphic Designer/Project Coordinator
Office of Advancement and Community Affairs
Finger Lakes Community College, Canandaigua NY
October 2010–Present
- Freelance Graphic Designer, 2007–Present
- Graphic Designer/Production Assistant
Mobile Graphics, Victor NY
August 2004–October 2010

EDUCATION

- Master in Professional Studies
in the Business of Art and Design
Maryland Institute College of Art, 2014–2015
Baltimore, Maryland
- Bachelor of Fine Arts in Graphic Design
Rochester Institute of Technology, 2006–2008
Rochester, New York
- Associate in Applied Science in Visual Communication:
Graphic Arts and Printing Technology
Monroe Community College, 2003–2005
Rochester, New York

SOFTWARE SKILLS

Highly skilled in the following programs:

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Acrobat

Working knowledge of the following programs:

- Adobe After Effects
- Adobe Flash
- Adobe Muse
- Adobe Dreamweaver
- Microsoft Word
- Microsoft Excel

Able to work on Macintosh and PC platforms

CAPABILITIES

- Able to work independently on small- to large-scale identity and print design projects from concept to execution including: business cards, brochures, proposals, newsletters, invitations, posters, booklets, advertisements, banners, signage, displays, and vehicle graphics
- Capable of working in a supportive role on projects that involve interactive and web design, video and multimedia, and product and packaging design
- Skilled at designing and crafting hand-finished pieces such as books, invitations and rigid boxes
- Experience adhering to established branding standards and guidelines to ensure consistent brand messaging across all design projects while striving for innovative approaches to design problems
- Able to coordinate many aspects of design projects from communicating with clients, project planning and scheduling, minor proofreading and content contribution, design, proofing and delivery of finished product/files
- Very knowledgeable of the printing and finishing process associated with print design; able to work directly with print/production vendors from obtaining quotes, providing print-ready native and pdf files, proofing and delivery coordination
- Capable of maintaining a contract with a freelance photographer, working as the point person for communicating photography needs, planning and scheduling photo shoots, obtaining and maintaining photo release documents and directing photo shoots
- Experience working in a fast-paced environment with various clients, balancing many projects at any given time
- Able to work collaboratively with other team members, departments and designers
- Values attention to detail; appreciative of the role research and production play in design; very curious, with a strong work ethic and a good sense of humor

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PROFESSIONAL ACTIVITIES

- Co-secretary, Professional Association
Finger Lakes Community College
October 2015–Present
- Chair, Job Description Review Committee
Professional Association
Finger Lakes Community College
October 2015–Present
- Panel Member, New Media Capstone
Finger Lakes Community College
Spring 2016 and Spring 2014
- Portfolio Reviewer
AIGA Upstate Student Portfolio Review
Monroe Community College
March 2016

PROFESSIONAL ORGANIZATIONS

Member of AIGA, Upstate NY Chapter
2011–Present

HONORS

- SUNYCUAD 2015 Awards for Excellence
Best of Category
Effective, Efficient and Elegant Publications
Project: FLCC Fast Facts
- SUNYCUAD 2015 Awards for Excellence
Best of Category
Internal Communications: Other Mediums
Project: FLCC Safe Campaign
- AMA Rochester 2015 Pinnacle Awards
Finalist
Project: FLCC Safe Campaign