

# Sarah B. Cole

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## Summary:

An experienced designer and art director with excellent conceptualization, project management, and technical skills. Passionate about implementing dynamic and creative designs and illustrations for publishing. Proactive, polished communicator with proficiency in both print and digital design. Possesses excellent collaboration, leadership, and organization skills. Seeking a challenging position with opportunities to create meaningful reading experiences.

## Skills:

Expert in Adobe Creative Suite, including InDesign, Illustrator, Photoshop, Bridge, and Acrobat. Proficient in HTML, CSS, Dreamweaver, Balsamiq, InCopy, Microsoft Word and Excel. Familiar with Flash, Javascript, ActionScript, PHP, MySQL, jQuery, WordPress, Smart whiteboards, Blackboard, and Sharepoint.

## Experience:

*Cengage Learning*, Boston, MA October 2014–present

**Senior Designer** for higher education publisher

- Art-directed 15–18 interiors and covers per year on the political science, music, and chemistry lists.
- Designed covers, interiors, infographics, interactive infographics, and internal marketing materials. Prepared files for both print and digital output.
- Lead design launch meetings and prepared detailed design briefs. Lead design review meetings with stakeholders to ensure each department's goals were met.
- Collaborated with print and digital production, marketing, product managers, content developers, and the director of design to solve design challenges creatively and efficiently.
- Established and reviewed design budgets and schedules for all titles.

*Textbooks.com*, Boston, MA March 2014–present

**Senior Designer** for textbook eCommerce company

- Redesigned the look and feel of the company's email and advertising campaign.
- Completed website audit and made recommendations for updating design, content, and overall consistency throughout the site.
- Completed eTextbook research and made recommendations as part of a Digital Strategy group
- Worked with the Creative Director, copywriter, and marketing staff to create a social media strategy.
- Prepared final files for handover to production for coding.

*Six Red Marbles*, Boston, MA 2011–February 2014

**Senior Designer** for educational technology company

- Designed and managed the creation of interactive activities for high school history iBooks. Created templates and managed two designers. Collaborated with the client on the look-and-feel and user interface. Created precise, development-ready files on a very tight schedule.
- Designed multiple digital projects, including a custom Blackboard site for a technical college, a custom Moodle site for a college's financial literacy program, lessons and illustrations for a non-profit student loan resource, a product site for a math software company, a custom whiteboard for a high school Spanish-language program, and an activity-rich grade K–2 reading website.
- Managed and art-directed three 600+ page high school science textbooks. Responsible for managing a staff of nine, including designers, photoshop artists, and art buyers. Led presentations for the client at thumbnail, first, and second-page stages. Created and maintained trackers for all pages, photos, and illustrations.
- Managed a large digital and print reading program, including art-directing illustrations and designs. Created checklists and guidelines for quality assurance specialists, art buyers, and illustrators to ensure consistency in our workflow. Generated and maintained status trackers for all components to easily track each title and illustration.

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## Experience 'cont:

*Vista Higher Learning*, Boston, MA 2009–2011

**Senior Graphic Designer** for higher education language publisher

- Designed and art-directed language textbooks using InDesign, InCopy, K4, and PDF formats. Reviewed pages for quality, consistency, accuracy, and compliance with templates.
- Managed two junior designers and offsite vendors. Collaborated with Design, Production, Editorial, and Marketing departments to ensure deadlines were met with quality results and efficient workflows.
- Interfaced with Design and Production departments in South American office, providing creative, technical, and page review guidance to junior designers.
- Commissioned and reviewed illustrations, maps, and photographs for visual appeal while remaining sensitive to each culture represented.

*Brown Publishing Network*, Waltham, MA 2006–2008

**Senior Graphic Designer** for full-service educational development house

- Designed covers and interiors, commissioned art, and art-directed illustrators and photographers for a K–2 leveled literacy program. Directed photo shoots and managed photo researchers. Conducted quality control.
- Worked with other designers on 84-component packaging project for K–2 leveled literacy program.
- Conceptualized and designed all marketing collateral, including sell sheets, holiday cards, and calendars.
- Designed multiple prototypes for science, math, and history books targeted to grades K–college.
- Managed an oral vocabulary card program consisting of 88 cards. Defined workflow process, created templates, monitored schedules, tracking, and budgets. Acquired art, provided art direction, implemented notes from InCopy, and managed a junior designer and photo researcher.

*Educators Publishing Service*, Cambridge, MA 2004–2006

**Graphic Designer** for educational publisher

- Managed, designed, and typeset grade 2–12 vocabulary program consisting of 33 student editions, teacher guides, and tests. Managed and supported internal and external staff while monitoring schedules and budgets.
- Designed multiple covers and interiors. Conducted photo research and acquired art. Collaborated with editors, illustrators, marketing and production managers, and web teams to create books from concept to final files.

*Williamson Publishing*, Charlotte, VT 2001–2004

**Graphic Designer and Illustrator** for children's book publisher

- Designed and illustrated interiors and covers of books in multiple series, ranging from pre-K to grade 8.
- Designed all marketing materials, including ads, pins, posters, trade show signage, and book packaging.

*Charlesbridge Publishing*, Watertown, MA 2000–2001

**Production Assistant** for children's trade and educational publisher

- Designed a 15-book series for the School department and collateral for the Trade department.
- Provided assistance with scanning, inventory, and reprint corrections.

## Education:

Boston University, Center for Digital Imaging Arts; Web Design Certificate

University of Massachusetts at Amherst; Bachelor of Arts; English major/Art minor

## Professional Associations:

Member of the Boston User Experience Professionals Association, American Institute of Graphic Arts, the Graphic Artists Guild, and Bookbuilders of Boston.