

sara gray

Visual Designer

(650) 868-6736 | sara_gray@mac.com

Portfolio: www.saragraycreative.com

| Professional Experience |

Sara Gray Creative, San Carlos, California | March 2015 to Present | Visual Designer

Collaborating with marketing managers and creative directors to develop visually appealing and useful graphic designs for web, print, and social media by creating value for both private and public organizations, including technology, publishing, cosmetics, design, photography and healthcare.

Apple, Inc., Cupertino, California | April 2013 to March 2015 | Production Designer | iWork

I work closely with designers and software engineers to translate designs into technical products; templates and themes for the iWork apps, Keynote, Pages, Numbers, and iBooks Author. I am responsible for managing and fixing software bugs within a rigorous time frame, documenting processes that constantly change and work with engineers to develop internal tools to help do my job as efficiently and accurately as possible.

Natus Medical Incorporated, San Carlos, California | April 2012 to April 2013 | Senior Marketing Specialist

Graphic Designer for global medical devices company. Projects completed on a PC included establishing brand and brand guidelines and applying to newly acquired companies' collateral; data sheets, brochures, event literature and promotions, newsletters, catalogs, packaging, web graphics, creating templates for letterhead, business cards, design and production for trade shows, project management, and print production/management. In addition, helped create content for the website.

Watchfire Music, San Carlos, California | January 2008 to January 2012 | New Media Director

Responsible for all Internet marketing for Watchfiremusic.com. Duties included developing and maintaining online and social media presence, analyzing web metrics, managing online advertising campaigns, blogging, maintaining website, managing interaction between internal groups and outside vendors, managing production and design of online promotions, and building traffic to the website. In addition, managed the design interns and was responsible for print production when necessary.

Just Symmetry, Inc., San Carlos, California | July 1993 to April 2012 | Owner of Small Design and Production firm

Managed 8 employees to produce all forms of collateral ranging from branding and collateral to websites and everything in between. The firm's foundation was based on clean and solid production skills as well as design for new to established companies. We also were contracted to do print production/management and project management. Client list can be found on my online portfolio: www.saragraycreative.com/clients

Black & White Design, Campbell, California | November 1990 to June 1993 | Production Artist

Worked side by side with clients and designers, responsible for managing pre-press and performing layout, press checks and client hand holding for quarterly reports, data sheets, brochures, direct mail, stationary, and sales presentations.

| Skills |

Graphic Adobe Creative Suite: Indesign, Photoshop, Illustrator

Web Dreamweaver, basic HTML

Office Microsoft suite: Word, Powerpoint, Excel

Apple Keynote, Pages, Numbers, iBook Author

Self Highly motivated to learn and am self taught in web analytics, social media, building websites and successfully driving traffic to them.

Interests My passion is photography. And being a Mom is the best job I've ever had.

| Education |

University of Colorado, Boulder | B.A. Double major; Theater and Communications

University of Santa Monica | M.A. Psychology

| Look Me Up |

Portfolio www.saragraycreative.com

LinkedIn www.linkedin.com/in/saragray/

Photography www.saragraphy.com and www.500px.com/sara_gray