



# SARAH BERLINSKY

GRAPHIC ARTIST, VISUAL DESIGNER,  
CREATIVE SPECIALIST

407-690-7695



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sarahberlinsky.com



## PROFILE

I am a graphic, visual and illustrative design from Austin, TX. I have found a great sense of joy and purpose learning, not just how to create and design, but how to do it cohesively with others. I believe my strengths reside in user interface, experience, branding and marketing. Seeking creative, collaborative and challenging environment that drives and holds me to produce at a high standard.

## SKILLS

Adobe Illustrator - 11 yrs  
Adobe Photoshop - 13 yrs  
Adobe InDesign - 13 yrs  
Adobe After Effects - 4 yrs  
Adobe Lightroom - 9 yrs  
Adobe Creative Suite - 8 yrs  
Adobe XD - 4 yrs  
UI - 6 yrs  
Photography - 12 yrs  
Social Media Design - 7 yrs  
Canva - 8 yrs  
Figma - 4 yrs  
HTML/CSS/Javascript - 4 yrs  
CRM - 3 yrs  
Digital Marketing - 4 yrs  
B2B / B2C - 4 yrs  
Webflow - 5 yrs  
Squarespace - 8 yrs  
Wordpress - 5 yrs  
Asana/Notion - 5 yrs  
Presentation Design

*see more*

## EXPERIENCE

### Senior Graphic Designer / Art Director

*Full Throttle Marketing - Austin, TX | July - November 2025*

Shaped visual identity of multiple campaigns, ensuring that all creative outputs are visually compelling, strategically aligned, and cohesive across channels.

Creative Direction for multiple marketing campaigns including social strategy, branding, logo creation, web building and more.

*Brochures | Books | Guides | Display | Social Ads | Website Design | Branding | Marketing Strategy | Photography | Creative Direction*

### Senior Graphic Designer

*Franklin Street - Boston, MA | April - July 2025*

Senior graphic designer for all Franklin Street digital and print assets as well including:

Head visual designer for construction of new website and rebranding efforts. Mocked up new interactive templates and frequent work with other agencies as well as CMO and CIO of company. Launched work and brainstorming for new app.

Full rebrand campaign for company including new colors, font, presentation deck, style guide, social media, advertisements and graphic elements.

Mentoring and project management for lower level designers.

*Brochures | Books | Booths | Guides | Display | Social Ads | Checklists | HTML5 ads | Web Design | Wireframing*

### Graphic Design Specialist

*Imprivata - Boston, MA | September 2022 to Present*

Large role in brand re-fresh in 2023 - created new templates and assets (with new colors, fonts, illustration etc.) with design and web team.

After SecureLink's acquisition in 2022, I transitioned to Imprivata's creative team as a Design Specialist. In this role I tackled many rebranding projects and processes for SecureLink -> Imprivata assets as well as updating the look and function for multiple Imprivata web products (i.e. DIF model).

These certain projects took place while also keeping up with day to day assets including:

*Brochures | eBooks | Powerpoint | Guides | Motion Graphics | Ads | Checklists | Social Media campaigns | Video | Instructive diagrams | Web Campaigns & redesign | Wireframing*



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## REFERENCES

### CLARE WOODS

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### HOLLY THOMPSON

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### CALEB SANCHEZ

Digital Services Supervisor

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### JENNA BURROW

Senior Director, Creative & Production

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### CASSIE BRANUM AICP, LEED AP

Associate Principal

Perkins + Will

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## EDUCATION

### BAYLOR UNIVERSITY

Waco, TX | 2013 - 2018

## EXPERIENCE

### Production Graphic Designer

SecureLink - Austin, TX | February 2021 to Present

Primary graphic designer for all SecureLink digital and print assets; long and short form. Assets included:

*Brochures | eBooks | Powerpoint | Guides | Motion Graphics | Ads | Checklists | Social Media campaigns | Video | Instructive diagrams | Web Campaigns & redesign*

During time I also took part of a complete company redesign. I co-led a rebranding campaign to renew SecureLink's look as well as branding new products and placing new vision for the company including:

*New logo | New colors | New web design | New branding guidelines | New slide deck | Updated social media campaign | Asset rebranding project | New messaging and more*

### Graphic Designer, Production Artist & Marketing Manager

New Point Media Group - Austin, TX | August 2018 to February 2020

Created fresh branding and design elements i.e. magazine fillers, flyers, web elements.

Built and organized libraries (through Adobe Suite) of branding elements multiple designers from different franchisees' can pull from. Developed Media Kits and marketing campaigns. Analyzed and relaunched marketing (targeting and traffic) campaigns through Facebook Business Manager, Google Ads and banner ads. Managed Website for NHG by updating basic UI/UX to accompany business growth/changes. Managed social accounts for both NHG and TREB.

Before marketing position was Production Designer for several print and digital magazine publications, all associating with Real Estate marketing. Publications included Homes & Land, Estates and Homes and Coastal homes, all affiliated under NP MG. This eventually lead to working on a re-branding campaign for Homes & Land that included developing new brand standards and testing developing design software.

### Graphic Design Intern

PERKINS+WILL - Atlanta, GA | May 2017 to August 2017

Main objective of study was to learn as well as contribute to a branding process for a new district/ development that would be erected in my hometown Orlando, FL, The Packing District. I worked with an already developed brand and pushed it forward to create potential mural ideas that are to be used as artwork for the industrial buildings in this park. Briefly worked with the branding branch of the company on developing a logo / brand for Gwinnett county in Georgia.

*see more*

