

Sarah Hecimovic

Design Manager & Creative Lead

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Profile

Design Manager and creative lead with experience leading brand, packaging, retail, venue and campaign design from briefing through to final delivery. Strong background in creative direction, brand governance, team mentoring, supplier and stakeholder management, finished art and print production. Experienced in managing multiple projects at once, maintaining quality standards, and delivering effective creative across print, digital and experiential channels.

Experience

CBCo Brewing

Design Manager • December 2025 - Present

- > Lead the creative direction for NPD, brand, retail and venue campaigns, packaging, POS, trade marketing and merchandising ensuring all work is delivered on time, on budget and to a consistently high standard.
- > Manage and mentor in-house creatives while art directing external illustrators, 3D artists and creative partners to deliver cohesive, high-impact work.
- > Planned and art directed photoshoots in collaboration with external agencies, stylists, producers, partners and talent.
- > Oversee and design creative for all paid social campaigns, delivering comprehensive briefs to the social media manager that outline campaign budgets and customer targeting.
- > Own the full production process, including supplier selection, quotes, print specifications, finished art, proofing, press checks and rate card negotiation.
- > Maintain brand guidelines, POS and packaging toolkits, and production systems that improve consistency, reduce rework and support efficient delivery.
- > Oversee workflow planning, creative scheduling and print and freelance spend across multiple concurrent projects.

Senior Designer • June 2023 - December 2025

- > Acted as creative lead for all brand, retail and venue campaigns within the marketing team.
- > Delivered packaging design across the portfolio, including NPD, core range updates, limited edition cans and carton design.
- > Designed and executed all retail, on-premise and venue campaign assets (including trade marketing) across all POS, digital, and social channels.
- > Designed and produced all print and digital assets for two brand breweries.
- > Maintained the company website.
- > Prepared finished art to print-ready specification.

Taylor & Grace

Senior Creative & Brand Specialist • July 2019 - March 2022

- > Developed brand concepts and rollout assets across print and digital channels for clients in B2B, social enterprise, health and tech.
- > Worked with strategists and account managers to refine creative, apply feedback and deliver work within agreed timelines and milestones.
- > Oversaw freelance designers, provided art direction and ensured artwork aligned with brand guidelines and project objectives.
- > Produced proposal documents, pitch presentations, finished art and print-ready collateral, with some motion design work in After Effects.
- > Prepared finished art to print-ready specification.

Clemenger BBDO

Graphic Designer • May 2016 - July 2019

- > Worked across the Shopper & Experiential, Craft and Production departments on above, below and through the line campaigns for clients including Mars, Carlton & United Breweries, Hobart Airport, Brown Brothers and Fonterra.
- > Developed shopper marketing materials, key visuals, promotional assets, microsites and retail collateral.
- > Contributed to brand activation work, including the Carlton Draught site at Splendour in the Grass.
- > Managed the rollout of promotional items including wobblers, posters, aisle fins, header cards, entry pads and decals, while building strong finished art and pre-production capabilities.
- > Oversaw freelance designers and provided art direction across campaign and production work.
- > Prepared finished art to print-ready specification.

Education

Bachelor of Design
Communication Design (Honours)
RMIT, Melbourne, Victoria

Skills

- > Design management and creative direction
- > Team leadership and mentoring
- > Brand governance and guideline development
- > Packaging design and product launches
- > Campaign development across retail, venue and digital channels
- > POS, shopper marketing and brand activation
- > Print production, finished art and pre-press
- > Supplier management, proofing and press checks
- > Workflow planning, project prioritisation and budget oversight
- > Adobe Creative Suite, After Effects, Sketch, HTML and CSS

Achievements

- > Australian International Beer Awards (AIBA) 2025 Major Trophy - Best Design Label / Surface Graphic.
- > Designed and launched CBCo Brewing's flagship lager, Goldy Lager.
- > Rebranded Australia's peak body for Parkinson's, Fight Parkinson's
- > Rebranded Australia's peak body for sports philanthropy, Australian Sports Foundation (ASF)
- > Designed the Carlton Draught activation site at Splendour in the Grass.

Interests

My interests include spending time with my son Theo, having creative debates with my UX designer husband, rearranging the shelves a hundred times before inevitably putting them back the way they were, cooking something elaborate on the weekend, and binge-watching the latest terrible Netflix show.

References

Available upon request.