

SARAH BOON

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Brand Designer | 7+ Years Branding and Campaign Graphics | Digital + Print

Brand Designer with 7+ years leading graphic design and branding for high-velocity marketing campaigns across digital and print media. Managed 10+ concurrent design projects, building a production engine that delivered consistent brand identity and campaign content under fast-paced deadlines. Designed original illustrations and infographics in Figma and Adobe Creative Suite, including motion graphics and landing-page visuals for audience engagement. Collaborated with marketing teams to translate strategy into graphics, keeping every asset aligned to brand voice, vision, and content goals.

Experience

Astroscale U.S.	
Creative Design Manager	2026 - Present
Senior Designer & Creative Strategist	2023 - 2025
Graphic Designer	2022 - 2023
• Creative Leadership: Served as primary creative leader for high-velocity marketing campaigns and brand design projects, ensuring strict consistency and efficacy across digital and print touchpoints. • Cross-Functional Collaboration: Consistently coordinated with internal and external stakeholders to support 10+ concurrent initiatives under fast-paced deadlines. • Multi-Media and Multi-Channel Asset Creation: Conceptualized and executed brand storytelling tools spanning social media materials, digital campaign imagery, infographics, presentation decks, and event collateral. • Video & Motion Graphics Production: Led all aspects of video production processes, including art direction, storyboarding, motion graphics, and animation production to help scale audience engagement across web platforms and interactive media channels.	
Design Freelance Business	
Design Freelancer	2018 - 2022
• Brand Discovery & Conception: Independently led strategic exercises for brand discovery, developing distinct visual concepts and multi-platform marketing assets that align with core brand vision. • End-to-End Asset Delivery: Designed and deployed tailor-made brand identities, advertising materials, landing pages, digital product interfaces, original illustrations, and social media content for highly varied industries. • Agile Project Management: Navigated high-volume, deadline-driven environments with exceptional organizational control, managing changing priorities to produce top-tier design deliverables.	
Logos Productions	
Lead Design Contractor	2020 - 2021
• Influencer & Social Media Brand Design: Led discovery and visual execution of modern brand identities, landing pages, custom typography systems, and high-engagement social media graphics for digital influencers and ecommerce clients. • Agency Brand Leadership: Architected the unique brand identity system, standalone website design, and creative marketing collateral for the agency itself to maximize visibility and aid the client capture process. • High-Volume Content Execution: Balanced asset delivery and strict production schedules for 5+ client accounts simultaneously alongside independent freelance workloads.	
Paradigm Innovation	
Lead Graphic Design Contractor	2019 - 2020
Design Contractor	

- **Multi-Channel Interface Design:** Produced compelling digital graphics, web interfaces, application layouts, and brand design components across 6+ simultaneous client accounts at a time.
- **Effective Stakeholder Communication:** Led collaborative review processes within the creative team and with clients, transforming feedback into polished designs, increasing client satisfaction, and ensuring project success.

Collective & Co.

Graphic Design Contractor

2018 - 2019

- **Agency Visual Brand Design:** Created new primary logos, visual style templates, and marketing materials for the agency as well as its tech accelerator and entrepreneurship programs.

Skills

- **Design Skills:** Brand Identity Design, Art Direction, Creative Strategy, Campaign Production, Graphic Design, Illustration, Infographics, Digital Media, Print Media, Video Editing
- **Project Management:** Creative Production Management, Cross-Functional Team Collaboration, Workflow Coordination, High-Volume Management, Client Relations

Education

North Carolina State University

Bachelor of Arts in Graphic Design

Summa Cum Laude | 3.96 GPA

Tools

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|--|------------------------|
| • Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects) | • Figma |
| • Webflow | • Solidworks Visualize |
| • Asana | • Microsoft 365 |
| • Google Workspace | |