Sara McDougall

DESIGN & ART DIRECTION

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Philadelphia, PA

sarajmcdougall.com

Password: McDesign2026

Skills

Responsive Web Design
Wireframing & Prototyping
Conceptualization
Illustration | Process Writing
Brand Development
Motion Graphics & Video
Merchandise Design
Print Production
Leadership & Mentorship
HTML | CSS | Liquid
Web Quality Assurance (QA)
Complex Problem Solving

SOFTWARE & HARDWARE:

Mac OS X & iOS

Adobe Creative Suite: *Photoshop, Illustrator, InDesign, Xd, AfterEffects*

iWork: *Keynote, Pages, Numbers*

Microsoft Office Suite: *PowerPoint, Word, Excel, Outlook*

Figma | Shopify | WordPress

InVision | Webflow | Procreate

Education

UNIVERSITY OF THE ARTS

May 2013

BFA Graphic Design

Philadelphia, PA

Work History

May 2026 - October 2026

COMCAST

UX/UI Designer III (Art Director) | Philadelphia, PA

- Lead user interface design on the Comcast Business Enterprise team, creating journey maps, discovery, wireframes, and hi-fi prototypes utilizing sitewide components and brand standards.
- Led UI/UX on Cybersecurity Month 2026 campaign promoting data collection from the annual report, including production of gated pages, thought leadership, video series and webinars, merchandise placements, and revamps of homepage and one front door.

February 2023 - Present

SARA MCDOUGALL DESIGN

Freelance Designer | Philadelphia, PA

Latest Clients:

- **Mainfactor:** Lead merchandise design and product development for entertainment clients evergreen and exclusive collections; involving moodboarding, creating apparel graphics, prepping for production, sourcing vendors, and selecting product styles.
- **Xumo:** Design microsites using Figma to showcase event activations for Xumo, Comcast's streaming and smart TV platform.
- **Monks:** Design paid ads, social graphics, site mastheads, and presentation decks for GM Canada, along with photo retouching.

January 2024 - September 2025

QVC GROUP

Brand Design Lead | Philadelphia, PA

- Partnered with senior leadership as visual design lead for QVC Group's rebrand, creating logos, patterns, environmental graphics, color palettes, style guides, internal brand extensions, and flexible design systems implemented across QVC and HSN platforms.
- Collaborated with directors to develop corporate presentation tools, webpages using Figma, print materials, and scenic branding that enhanced storytelling, aligned internal messaging, and consistency of marketing and digital collateral company-wide.

January 2022 - November 2022

PIXEL PARLOR

Senior Designer | Philadelphia, PA

- Deliver VOD assets, paid ads, and physical packaging for 16 films from XYZ Films, Bleecker Street, and NEON under DECAL Releasing.
- Execute creative for VOW for Girls, Pixel Parlor, PORT, and WRADRB where a deep understanding of Figma, UX, design systems, social, brand, and illustration were essential to project success.

March 2019 - November 2021

FAMEHOUSE (UNIVERSAL MUSIC GROUP)

Senior Designer | Philadelphia, PA

- Lead design on modular Shopify theme for use across all UMG artist and label stores with ongoing feature updates based on user insights to enhance retail experiences and gated fan communities, increasing traffic on over 750 web stores over five years.

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January 2016 – March 2019

FAMEHOUSE (UNIVERSAL MUSIC GROUP).

Designer | Philadelphia, PA

- Developed and executed award-winning web experiences, branding, and strategy for UMG artists, labels, and partnering brands, driving more than 50% YoY growth in revenue for four consecutive years.
- Designed six websites and ten landing pages for major recording artists, partnering brands, and agency partners, resonating with fans and increasing customer engagement by 60% over five years.

July 2014 – December 2015

COGNIZANT

Interactive Designer | Philadelphia, PA

- Produce pitch decks and accompanying concepts across web, apps, & interactive installations for pharmaceutical clients.
- Support designers and directors by developing wireframes, storyboards, prototypes, print materials, & design systems.

December 2013 – May 2014

ICON WORLDWIDE

Contract Designer | Zürich, Switzerland

- Design and art direct responsive websites, print material, motion graphics, storyboards, brand identities for range of agency clientele across education, pharmaceutical, non-profit, automotive, and CPG.

Awards & Recognition

2022 **Leaders X Design Podcast**
Guest Speaker – Episode 63

2021 **CANNES LIONS – Entertainment Lions for Music**
GOLD LION + 3 Shortlists – P25 Music: Pokémon 25th Anniversary

2019 **MUSIC ALLY – Top 50 Marketing Campaigns**
DJ Shadow *This Pathetic Age* Record Release

2018 **MUSIC ALLY – Top 50 Marketing Campaigns**
NOW That's What I Call Music 20th Anniversary

2017 **MUSIC ALLY – Top 50 Marketing Campaigns**
Imagine Music Festival 2017

2017 **MARCOM – Gold Award**
Digital Media: Homepage Design | oiid

2015 **COGNIZANT – Employee Recognition Award**
Interactive ACC Convention Table | AstraZeneca