

# Sarah Coffey

## DESIGN DIRECTOR

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### SUMMARY

Known for my meticulous attention to detail, I ensure every project aligns with strategic business objectives, design trends, and user experience best practices. With a passion for pushing creative boundaries, I am poised to drive forward-thinking and inclusive design strategies while leading high-performing creative teams. By refining processes and leveraging emerging technologies, I've consistently optimized workflows and improved project efficiency by 130%.

### EXPERIENCE

#### Senior Visual Designer

February 2025 – Present

VShift • New York

*A digital strategy agency providing design, development, and tech (MarTech and AI) integration solutions. Clients include Charles Schwab, Freddie Mac, FTSE Russel, ProShares, First Interstate Bank, and more.*

- Create high-performing and strategic designs informed by business objectives, metrics, and user experiences.
- Established a strong relationship between design and development teams by creating and maintaining design systems and handoff procedures.
- Increase efficiency by developing internal procedures and improving project workflows.

#### Design Director (since 2022)

August 2015 – February 2025

Millennium • New York

*A full-service digital agency providing brand strategy, design, development, and hosting solutions. Clients include JPMorganChase, Chase, J.P.Morgan, PayPal, Marriott, Ritz Carlton, Fannie Mae, Grupo Bimbo, Little Bites, Entenmann's, Thomas' Breads, Graco, Essence, National Grid, and more.*

- Led all projects from scoping to creative execution, meeting tight and competing deadlines within budget.
- Managed a team of designers, including staffing, training, creative strategy, feedback, mentoring, performance reviews, and goal-setting for in-house and contract resources.
- Drove 90% client retention in 2024 for over 20 enterprise-level companies by forging strong client relationships and delivering products that exceeded expectations.
- Enhanced consumer brand loyalty and trust through engaging eLearning products, comprehensive digital campaigns, and annual publications.
- Kept brands top-of-mind with new and existing audiences through 360 promotional experiences aligning with business goals and design trends.
- Ensured equitable usability and protected clients from potential lawsuits by implementing design accessibility standards with a goal of 100% WCAG compliance

#### Web Designer • Unreal Web Marketing, New York

October 2014 – August 2015

#### Graphic Designer • Brian Miller Design Group, South Norwalk, CT

January 2013 – May 2013

### EDUCATION

#### Bachelor Of Fine Arts, Graphic Design

May 2014

State University of New York at New Paltz • Honors

### SKILLS

Adobe Creative Suite (Illustrator, Photoshop, Indesign) • AI-Assisted Technologies • Figma • Google Workspace • Microsoft Office • Art Direction • Brand Identity • Data Visualization • Illustration Motion Graphics • Typography • UX/UI • WCAG Accessibility • CSS & HTML • Budgeting Communication • Design Thinking • Ideation • Innovation • Leadership • Management & Mentorship Organizational Skills • Project Management • Quality Assurance • Resource Allocation