

# LIZZY SARNES



CV • 2026

BRAND & MARKETING ART DIRECTOR

## CONTACT

- 📍 Fort Collins, Colorado
- 🌐 lizzysarnes.com
- ✉ lizzysarnesart@gmail.com
- 📷 @lizzysarnesart

## EDUCATION

### BACHELOR OF ARTS

Art & Design Degree  
Doane University  
2014 - 2018

## SKILLS

Creative & Art Direction



Brand Strategy & Identity



Marketing & Campaign Design



Digital & Web Design (UI/UX)



B2B & B2C Marketing



Experiential & Trade Show Design



Stakeholder Collaboration



🛠 Adobe Creative Cloud  
Photoshop, Premiere Pro,  
Illustrator, XD, After Effects

🌐 Webflow

🔗 Figma

🖨 Print Production

🏠 Prepress

Art Director leading brand systems, campaigns, and digital experiences for B2B and B2C companies. Known for translating business goals into design strategy that drives lead generation, sales enablement, and brand growth.

## EXPERIENCE

### ART DIRECTOR

Bravo Store Systems | Las Vegas, NV • 2021 - Present

- Led full company rebrand, defining brand strategy and visual identity
- Directed conversion-focused web and campaign creative that contributed to 5,000+ marketing-qualified leads (MQLs)
- Designed and delivered 90+ sales one-pagers and 20+ print advertisements, supporting sales enablement and pipeline growth
- Led creative for 32 national trade show booths with combined attendance of 251,000+, supporting high-volume lead capture
- Managed 5 graphic designers, establishing workflows and creative standards, reducing turnaround time by 37%
- Partnered with executive leadership, sales, and marketing to align brand strategy with go-to-market initiatives and revenue goals

### FREELANCE DESIGNER & CREATIVE DIRECTOR

Self-Employed/Contract • 2018 - 2021

- Led creative direction and visual strategy for 5 marketing campaigns, supporting client growth and brand positioning
- Developed complete brand identities for 2 businesses, including logo systems, visual language, and foundational brand assets
- Delivered digital advertising, social content, and print assets, owning projects from concept through launch

### GRAPHIC DESIGNER

Transformation Marketing | Panama, NE • 2018 - 2020

- Served as the sole in-house designer supporting 25+ client accounts across digital, print, and web
- Executed creative across multiple campaigns in a fast-paced agency environment while consistently meeting deadlines
- Supported agency-wide visual systems and campaign execution across diverse industries and client needs

# LIZZY SARNES

## PRESS FEATURE

### FEATURED IN SHOUTOUT COLORADO



Shoutout Colorado approached me for an interview featuring my work.

[shoutoutcolorado.com/  
meet-lizzy-sarnes-art-  
director-studio-artist/](https://shoutoutcolorado.com/meet-lizzy-sarnes-art-director-studio-artist/)

## PORTFOLIO



A curated selection of art direction work across print and digital.

[lizzysarnes.com](https://lizzysarnes.com)

## AWARDS & HONORS

### JURIED ART EXHIBITION

ArtHaus WyCo Art Show  
Cheyenne, WY & Greeley, CO • 2023

### 1ST PLACE, 3D CATEGORY

CINCF/O'Keefe Elevator Company Art Show  
Omaha, NE • 2018

### BEST IN SHOW

Doane University Juried Exhibition  
Crete, NE • 2017

### BEST 2D

Doane University Juried Exhibition  
Crete, NE • 2014

### 1ST PLACE IN 2D

Mid-Plains Community College Exhibition  
North Platte, NE • 2014