Sarah Campbell

Senior Visual Communications Designer

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Senior visual communications designer transforming complex information and fragmented workflows into clear, human-centered brand experiences. Combines brand systems, information design, internal communications, and digital platforms to help teams work confidently and connect with their audiences.

CORE EXPERTISE

Brand Systems: Brand identity, visual standards, brand governance, templates, brand implementation
Visual Communications: Information design, publications, reports, presentations, proposals, training materials
Digital Platforms: Intranets, SharePoint, Power Apps, Google Workspace
Design Tools: Adobe Creative Cloud, Affinity Suite, Canva, WordPress, Webflow, Notion, Figma

EXPERIENCE

Senior Visual Communications Designer | Matrix Design Group (Phoenix, AZ)

Nov 2023– Present

- Strengthens $10+ million in business-development efforts through digital brand systems, presentation assets, project reports, marketing brochures, and corporate communications.
- Improves accessibility, consistency, and collaboration for 250+ employees by leading design and development of company intranet, centralizing fragmented resources in a searchable, visually engaging interface.
- Leads design and development of MaRS, a digital brand-governance platform that centralizes approved brand standards, templates, and proposal resources, enabling technical teams to produce consistent, on-brand public-facing collateral faster.
- Reduces manual effort by 30% for 230+ users through automated templates and visual workflows that simplify complex business processes.
- Develops brand standards and cohesive visual solutions for brochures, proposals, project sheets, infographics, annual reports, digital marketing graphics, and internal communications across 3 multidisciplinary divisions and 5 departments.

Print, Graphics, & Mail Coordinator| City of Mesa (Mesa, AZ)

Aug 2022 – Nov 2023

- Reduced new-hire onboarding time by 40% through intuitive documentation, researched onboarding processes, and visual guides.
- Improved print-production turnaround from an average of 10 working days to 6 through streamlined intake forms and request workflows.
- Reduced production costs by an average of 22% while improving production flexibility through optimized vendor sourcing strategies.

Digital Prepress & Graphic Design Specialist | Printing Specialists (Tempe, AZ)

Nov 2019 – Aug 2022

- Reduced production errors by 20% and shortened turnaround time from 6.5 working days to 4 through improved production workflows and file-prep processes.
- Improved usability, repeat business, and customer satisfaction for client online-ordering portals through UX/UI structure and tailored web experiences and visuals.

Owner, Creative Director and Visual Designer | Saresai: The Art of Sarah Rebecca (Mesa, AZ)

Jan 2013 – Present

- Designed and launched an independently developed tabletop game, leading visual design, branding, interaction design, and marketing strategy through 500+ playtests and adoption by 1,000+ players across 4 states.
- Increases client reach and engagement by an average of 32% through visual identities, websites, marketing collateral, and digital experiences.
- Establishes scalable brand frameworks that balance creative expression, brand consistency, usability, and long-term maintainability.

FEATURED PROJECTS

Greystone House Behavioral Health

Brand, website, and business-collateral project for an Arizona behavioral-health residential facility.

- Created a cohesive brand system around foundations, solidity, and connection while working within the founder's existing logo.
- Generated client referrals through a relaunch-ready website and program-marketing hub.

MaRS | Digital Brand-Governance Platform

Centralized brand and proposal resource hub that standardized brand-governed workflows, improved resource access, and supported scalable knowledge management.

- Designed a searchable SharePoint and Power Platform resource hub with eight custom Power Apps, replacing fragmented sites, folders, and tribal knowledge with approved templates, project write-ups, branded assets, resumes, boilerplate, and curated resources.
- Improved visual consistency and self-service proposal development through standardized tagging, version control, centralized ownership, and onboarding resources that reduced dependency on manual MARCOM support.

EDUCATION

Bachelor of Arts, Media Creation and Production
Judson University | Elgin, IL