

SARAH SULLIVAN

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LOCATION: Swampscott, MA

PROFESSIONAL STATEMENT

With over 20 years experience in web and graphic design, I have specialized in brand and digital strategy for the past 8 years, combining extensive design expertise with strategic thinking. Through my agency, Dionne Design Studio and senior-level roles, I have developed comprehensive brand systems across diverse industries and mediums. I excel at managing projects from strategy through implementation while collaborating with cross-functional teams to create brand systems that work across every touchpoint..

SKILLS

- Brand identity design and strategy
- Client presentation and communication
- Print design
- Web design and development
- Social media design and strategy
- Copy writing
- Art direction

SOFTWARE

- Adobe Creative Suite
 - Photoshop
 - Illustrator
 - InDesign
 - Premier Pro
- Figma
- Wordpress
- Squarespace
- Canva Professional
- Keynote/Powerpoint

PROFESSIONAL DEVELOPMENT

Scale with Squarespace Templates (2022)

Logo Design: From Concept to Presentation - Domestica (2021)

Contemporary Brand Identity: Using Verbal and Visual Branding - Domestica (2021)

PORTFOLIO

- DionneDesignStudio.com/Portfolio

WORK HISTORY AND EXPERIENCE

Founder and Design Strategist, Dionne Design Studio | 2018 - Present

Dionne Design Studio is a brand and digital strategy studio specializing in brand identity development, website design, and content strategy for independent businesses. As the founder, designer, and strategist, I create tailored, cohesive solutions that empower business owners to maintain and grow their brands.

- Create comprehensive brand identity packages including logo design, color palettes, typography systems, and brand guidelines that ensure consistent application across all brand touchpoints.
- Design sophisticated, user-friendly websites with clear messaging, built on strong SEO and accessibility principles, and fully optimized for mobile.
- Manage complete project lifecycle from initial client consultation and brand strategy through final project deliverable. Present design concepts and strategic rationale directly to clients, incorporating feedback while maintaining design integrity.
- Develop social media content strategy and design on-brand, platform-optimized content with clear messaging informed by current trends.

Senior Designer, Watchtower Office of Public Information | 2019 - Present (Volunteer)

Collaborate with international design team on developing print and digital publications distributed worldwide and translated into multiple languages.

- Collaborate with multidisciplinary teams including writers, translators, legal departments and international stakeholders to deliver brand-compliant materials under tight deadlines for international distribution.
- Develop print publication series highlighting human rights violations globally. Reports were submitted to governmental bodies and human rights organizations across Europe and the United States, receiving praise for the professionalism of both design and content.
- Work with design team, writers, historians, and researchers to create a visually compelling 10-panel museum exhibition showcasing Holocaust victim testimonies which was displayed in the European Parliament building in Strasbourg, France.

Senior Designer, Seapoint Digital | 2023 - 2024

Collaborated with marketing team to develop comprehensive brand campaigns for clients in the medical and accident insurance industry, creating cohesive digital and print materials.

- Designed branded print flyers and digital ads that maintained brand consistency across multiple platforms, while incorporating new design strategies that expanded clients' brand visual language and strengthened market recognition.
- Designed six-page bi-annual benefits brochures for Prudential and a 5-piece direct mail package including bi-fold brochure, membership card, and custom envelope for auto insurance membership association.
- Developed strategic wireframes for agency website redesign that maintained brand consistency while proposing new visual elements to enhance brand expression and improve user experience and engagement.

Communications Manager, Ragon Institute of MGH, MIT and Harvard | 2007 - 2017

Led all in-house design and internal/external design and communications for world-class research center.

- Designed and developed Institute website to coincide with launch of new Institute in 2009. Subsequently was promoted to Communications Manager and developed and designed a company intranet site and various subsidiary websites. Maintained all Institute affiliated sites including writing news items, art-directing photo shoots and maintaining personnel profiles.
- Developed cohesive promotional materials that reinforced Institute branding across all touchpoints: study fliers for patient recruitment, conference displays, donor gifts, and annual reports.
- Designed and published Institute annual reports which reinforced the Institute's visual identity and mission. Oversaw all aspects of the project including content curation, writing, layout design, art-directed photography, and printing.
- Established and managed Institute social media platforms. Actively pursued news items within the Institute, including photographing events, and writing news item for social media posts.
- Acted as press and media liaison, providing photos and quotes to press, coordinating interview schedules, and giving final publication approval to medical journals and national news outlets.
- Created brand identities for international affiliate programs in South Africa, building credibility and legitimacy in the global AIDS research field.