

Sarah Heingartner

Contact

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Education

Massachusetts College of Art + Design
Graphic Design Certificate
June 2012 to May 2016

University of Pittsburgh
B.S. Psychology
Minors in Studio Arts and Sociology
August 2009 to April 2013
summa cum laude

Skills

Brand and identity design, art direction, digital design (advertising, email, social), UX/UI design, animation, print design and production, editorial design, project management, creative problem solving

Tools

Adobe Photoshop, InDesign, Illustrator, AfterEffects, Bridge, and Lightroom
Figma
Sketch
Google Suite
Microsoft Word, Excel, and PowerPoint
Keynote

Activities and awards

Guest critic and presenter, MassArt Graphic Design Certificate Program

Completed *Unlocking Creativity*, an IDEO U course

Mentor, MOO Mentoring Program

Completed MOO Manager Program, trained in Situational Leadership II methodology

Telly Award – Silver
Social Video: Products Services, 2020

Hatch Award – Silver
Multi-Platform Campaign, 2016

Experience

EF ULTIMATE BREAK

Associate Creative Director October 2023 to present
Art Director January 2022 to October 2023
Senior Designer March 2021 to January 2022

Lead in-house design team, focused on promoting Ultimate Break (a travel product for 18–35-year-olds) across numerous digital touchpoints, from multi-channel marketing campaigns to ecommerce web design. Create and oversee the implementation of design systems, partnering with developers to improve the user interface and experience. Responsible for creative ideation, trend research, and concepting to appeal to our Gen-Z and Millennial audience.

MOO.COM

Senior Designer October 2018 to March 2021
Digital Designer November 2017 to October 2018

Developed and executed creative concepts for sales, product launches, and evergreen campaigns, specializing in digital channels (social, display, email, and web). Art directed photography, animation, and video; provided feedback to production artists and oversaw timelines and deliverables. Authored and designed MOO's first-ever comprehensive brand guidelines document, serving as the company-wide resource for brand standards.

As the digital design lead, partnered closely with marketing stakeholders to deliver creative that drove revenue and site traffic across five global markets. Liaised with team and external vendors to develop advertising best practices; met regularly to identify and implement creative optimizations.

WEBER SHANDWICK

Designer February 2017 to November 2017
Associate Designer July 2015 to February 2017
Junior Designer May 2014 to July 2015

Created content for multi-platform campaigns to raise brand awareness for global clients. Art directed and coordinated photoshoots: developed moodboards, sourced talent, managed schedule and client relations, directed photographers, prop stylists and food stylists, and produced final photo and video assets. In addition, designed infographics, logos, presentations, OOH advertising, and event collateral for existing and prospective clients.

Clients: Ocean Spray, Harvard Business School, John Hancock, San Pellegrino, Staples, Nestlé Waters, Novartis Pharmaceuticals

SCHNEIDER ASSOCIATES

Integrated Marketing & Digital Design Associate June 2013 to May 2014

Designed advertisements, presentations, infographics, and logos for client PR and marketing programs. Supported new business and practice areas with deck design and copy editing. Managed internal agency marketing: wrote press releases, updated agency blog and website, designed and coded marketing emails, and coordinated award submissions.

Clients: AAA, Northeastern University, Sunstar GUM®, University of Pittsburgh