

SARAH RHEIN

847.668.2679 | sarahbrhein@gmail.com | [in](#)

Portfolio: [srheindesign.com](#)

DESIGN EXPERIENCE

Alma Lasers | Senior Art Director

- Provided art direction internally and externally as a Creative Lead
- Contributed as a hands-on, collaborative Senior Designer on the Creative Team
- Designed a new product brand identity including development of: brand guidelines, patient-facing marketing collateral, and B2C social media artwork for Instagram account
- Systematically redesigned Alma's existing product marketing collateral by creating new, elevated Indesign templates with thoughtful print enhancements
- Met weekly with print vendors to oversee print production timelines
- Managed projects from concept to completion using Wrike project management software
- Audited existing project management process and provided improvements to workflow efficiencies for the greater Marketing Organization
- Implemented a new design file organization structure for the Creative Team
- Assisted Creative Director in performing design reviews
- Provided feedback and direction to junior designers

MARCH 2023 – CURRENT

Affinitiv | Art Director, B2B Corporate Marketing Team

- Self-initiated a corporate rebranding, in collaboration with Corporate Marketing and Executive Leadership Team, expanding the brand guide from 6 to 23 pages
- Redesigned product marketing templates including sales slicks, email, PowerPoint master decks, social media, and product iconography
- Built a master component library in Figma and managed the Adobe CC Library housing marketing brand assets
- Designed go-to-market creative for new Affinitiv product launch
- Strategized with Marketing Team to increase clicks, open rates, and conversion rates through redesigned email, social media, and landing pages
- Collaborated with Executive Team as the Lead Designer for RFP Presentations
- Partnered with UX Designers on the Product Team to ensure Affinitiv's application UI was compliant with brand guidelines
- Directly managed design work of one Freelance Designer

MAY 2022 – MARCH 2023

Affinitiv | B2B Corporate Visual/Web Designer

- Promoted as the sole B2B Marketing Designer in newly established Corporate Marketing Department reporting to the CMO
- Designed campaign creative to increase brand awareness and conversions including email, paid social, display advertising and landing pages
- Art directed and designed the booth graphics for the 2022 Affinitiv booth for the annual National Automotive Dealers Association trade-show
- Designed creative for all pre-show marketing efforts including email, social ads, display advertising, and landing pages

JULY 2021 – MAY 2022

EDUCATION

Northern Illinois University
B.F.A. in Visual Communication
(i.e. Graphic Design)

CERTIFICATION

Certified Scrum Master
Scrum Alliance

SKILLS

Art Direction
Brand Design & Development
Communications
Email Marketing
File Organization
HTML Editing
Layout & Typography
Print Design & Pre-Press
Project Management
Social Media Design
Video Editing
Visual Hierarchy
Web and Landing Page Design



[SRHEINDESIGN.COM](#)

SARAH RHEIN

847.668.2679 | sarahbrhein@gmail.com | 

Portfolio: srheindesign.com

DESIGN EXPERIENCE

Affinitiv | Senior Graphic Designer

- Promoted to Sr. Designer following to lead B2B Corporate Marketing design
- Sole Designer for large-scale trade show booth graphics and pre-show marketing efforts
- Designed updated, branded templates for product marketing including: sales slicks, brochures, emails and PowerPoint presentations
- Designed an interactive point of sale tool for the field Sales Team
- Provided art direction and training to 5 Junior Designers
- Designed B2C creative for automotive clients according to brand standards including: email campaigns, print, social, and display advertisements

AUG 2017 – JULY 2021

Dealer Product Services | Graphic Designer

- Provided design support for both internal departments and external automotive clients
- Planned, designed, and deployed B2B lead generation emails for the DPS brand
- Designed original creative templates (email, bi-fold, tri-folds, postcards and letters) to be utilized for DPS' Rider Connect Program (trigger-based lifecycle marketing)
- Designed and deployed print and email campaigns for various automotive brands (at both the dealership and national level)
- Worked with the Offshore Development Team to integrate print and web, creative templates with variable data into internal CMS system
- Designed original print and email templates for automotive event marketing

DEC 2013 - JULY 2017

Dealer Product Services | Digital Marketing Consultant

- Managed email marketing accounts for 40+ automotive car dealerships
- Worked directly with dealership clients to create their custom email advertising plans
- Designed and deployed email campaigns
- Provided campaign reporting
- Designed iconography for DPS online application

JUNE 2013 - DEC 2013

REFERENCES

Available upon request

SOFTWARE

- Adobe Acrobat 2023
- Adobe After Effects 2023
- Adobe Illustrator 2023
- Adobe InDesign 2023
- Adobe Photoshop 2023
- Canva
- Confluence
- Figma
- HubSpot
- Jira
- Microsoft PowerPoint 2023
- Microsoft SharePoint 2023
- Microsoft Word 2023
- Wrike



SRHEINDESIGN.COM