



EDUCATION

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

CERTIFICATION

Certified Scrum Master
Scrum Alliance

SKILLS

Art Direction
Branding Development
Creative Concepting
Creative Process Optimization
Cross-team Collaboration
Design File Organization
Graphic Design (Print + Digital)
HTML Editing
Presentation Design
Project Management
Social Media Design
Typography and Visual Hierarchy
Video Editing and Sound Design



SRHEINDESIGN.COM

SARAH RHEIN

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Portfolio: srheindesign.com

DESIGN EXPERIENCE

Alma Lasers | Creative Director

- Promoted to Creative Director within first year as a Senior Art Director
- Manage internal Creative Team including 2 direct reports and freelance multi-disciplinary artists
- Manage all creative intake requests from concept to completion using PM software (Wrike)
- Contribute hands-on graphic design work to support the team
- Foster team growth and collaboration within the Alma Marketing Organization
- Oversee all creative vendors to ensure work is on track and within budget
- Create innovations to optimize workflow including a custom automated design file structure
- Facilitate team brainstorming, concept development, creative reviews, and kick-off meetings between Creative and Marketing Team stakeholders
- Oversee invoicing and budgeting for all Creative Department expenses
- Manage Marketing Log and ensure all creative is routed through the Regulatory Department

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 facilitating design reviews
- Provided feedback and direction to junior designers

Affinitiv | Art Director, B2B Corporate Marketing Team

- Self-initiated a corporate rebrand, in collaboration with the Marketing and Executive Leadership Teams, 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 click-through, open, 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

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
- Designed web pages and provided graphics for Affinitiv website

JANUARY 2024 – CURRENT

MARCH 2023 – JANUARY 2024

MAY 2022 – MARCH 2023

JULY 2021 – MAY 2022



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Affinitiv | Senior Graphic Designer

- Promoted to Sr. Designer to lead B2B Corporate Marketing design efforts
- 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

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

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

JULY 2021 – MAY 2022

AUG 2017 – JULY 2021

DEC 2013 – JULY 2017

JUNE 2013 – DEC 2013

SOFTWARE

- Adobe Acrobat 2026
- Adobe Photoshop 2026
- Adobe Illustrator 2026
- Adobe InDesign 2026
- Adobe Firefly
- Adobe Premiere Pro 2026
- Adobe After Effects 2026
- Canva
- Figma
- HubSpot
- Jira
- Wrike
- Microsoft PowerPoint 2026
- Microsoft Word 2026
- Murph AI (Voiceovers)



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REFERENCES

Available upon request