SARAH RHEIN

847.668.2679 | sarahbrhein@gmail.com |
Portfolio: srheindesign.com

EDUCATION

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

SKILLS

Creative/Art Direction
Branding Development
Creative Concepting
Creative Process Optimization
Cross-team Collaboration
Design File Organization
Digital Design
Events & Environmental Design
Email Design & HTML Editing
Graphic Design
Presentation Design
Pre-Press/Print Production
Project Management
Social Media Design
Typography and Visual Hierarchy
Vendor Management
Video Editing

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DESIGN EXPERIENCE

APRIL 2026 – SEPTEMBER 2026

Curator24 | Associate Creative Director

- Shaped and designed an initial creative concept for a nationwide healthcare nonprofit, leveraging AI-powered design tools to bring the visual direction to life; selected by the client to advance to consumer testing
- Developed creative direction for a national medical device campaign, collaborating with copywriters and Creative Directors from concept through client presentation; brought the visual story to life through moodboarding, ad-lob development, and AI-assisted video storyboarding
- Designed and refined global and regional executive presentations for a leading medical technology client, partnering with Creative Directors to develop layouts and graphics within rigorous brand guidelines

JANUARY 2024 – APRIL 2026

Alma Lasers | Creative Director

- Promoted to Creative Director within first year as a Senior Art Director
- Managed an internal Creative Team including two direct reports and freelance multi-disciplinary artists
- Collaborated with marketing stakeholders to establish creative prioritization for all creative intake requests and managed projects from concept to completion using PM software (Wrike)
- Contributed hands-on design work for product launches, event marketing and branding, B2B and B2C marketing efforts, clinical materials, and social media requests
- Oversaw and onboarded creative vendors to ensure work was on track and within budget
- Developed innovations to optimize workflow including a custom automated design file structure
- Facilitated team brainstorming, concept development, creative reviews, and kick off meetings between Creative and Marketing Team stakeholders for events and product launches fostering a collaborative work environment
- Managed invoicing and budgeting for all Creative Department expenses
- Ensured all creative was approved by the Reguatory Department and maintained the Material Log

MARCH 2023 – JANUARY 2024

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 from scratch including initial sketches, logos, brand guidelines, patient-facing marketing collateral, paid and organic social media
- Redesigned Alma's existing product marketing collateral by creating new master InDesign templates with paragraph styles, clear visual hierarchy, established character counts, iconography, quotation styles, and premium 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, providing constructive feedback, and coaching junior designers

MAY 2022 – MARCH 2023

Affinitiv | Art Director, B2B Corporate Marketing Team

- Initiated a corporate rebrand, in collaboration with Marketing and Executive Leadership, expanding brand guidelines from 6 to 23 pages strengthening brand consistency
- 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

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SOFTWARE

Adobe Creative Cloud
Adobe Acrobat 2026
Adobe Photoshop 2026
Adobe Illustrator 2026
Adobe InDesign 2026
Adobe Premiere Pro 2026
Adobe Firefly
Canva
Chat GPT
Claude
Figma
Google Slides
HubSpot
Jira
Wrike
Microsoft PowerPoint
Microsoft Word
Microsoft Office
Murph AI (Voiceovers)

REFERENCES

Available upon request

DESIGN EXPERIENCE

JULY 2021 – MAY 2022

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

AUG 2017 – JULY 2021

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

DEC 2013 - JULY 2017

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

JUNE 2013 - DEC 2013

Dealer Product Services | Digital Marketing Consultant

Managed email marketing accounts for 40+ automotive 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

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