

# Sarah Maki

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## Skills.

Creative Direction

Art Direction

Graphic Design

Design Strategy

Visual Storytelling

Branding

Data Visualization

Presentation Design

UI Design

Front End Development

Video Editing

## Software.

Illustrator

Photoshop

InDesign

Premier Pro

After Effects

Adobe Firefly

Adobe Express

Adobe XD

Dreamweaver

MS Excel

MS Word

MS PowerPoint

Wordpress

Midjourney

## Awards.

2019 IABC Heritage

SILVER QUILL

## Intro

I'm an experienced designer and creative director with a proven track record of success in leading design strategy, visual storytelling, communicating sustainability and brand development and stewardship. Adept at assembling, as well as collaborating with, superhero teams and managing projects from conception to execution... and I'm fun!

## Experience

### Director of Design | Creative Director

REPORT DESIGN | DETROIT, MI

[ OCTOBER 2016 - CURRENT ]

- Spearhead creative and design for a design studio specializing in sustainability design and corporate reporting.

- Focus on creative strategy, design and visual story telling, assemble the perfect team of talent for each project to help clients communicate their corporate accomplishments and meet their communication goals.

- Work closely with clients for entire reporting process from data collection to production of final media to guide and employee best practices for industry.

### Graphic Designer | Creative Director

DTE ENERGY | DETROIT, MI

[ MARCH 2013 - JULY 2017 ]

- Oversight of design, strategy and development of DTE Corporate Citizenship Reports.

- Project work includes managing staff and resources, strategic planning, design of all graphics and visual elements, creation of print and digital versions of the report, strategize and direct creation of storytelling elements as well as data visualization.

- Worked closely with the Citizenship team to create comprehensive documents and an engaging user experience through all media types.

### Creative Director | Graphic Designer

VIRIDITY! DESIGN | SOUTHFIELD, MI

[ NOVEMBER 2008 - MAY 2013 ]

- Directed creative strategy and design initiatives for a sustainable design firm, specializing in graphic design, web development, and branding.

- Led multidisciplinary teams in the execution of projects, including graphic design, web design, social media, SEO, branding, marketing and print work.

- Developed and implemented design thinking methodologies to drive human-centric design solutions for clients.

### Art Direction - Digital Media

CAMPBELL-EWALD | WARREN, MI

[ JUNE 2008- OCTOBER 2010 ]

Digital Art direction work for their Chevy, Michelin, Carrier and Navy Reserve accounts.

### Art Director | Designer

SFA | BLOOMFIELD HILLS, MI

[ SEPTEMBER 2007- JANUARY 2008 ]

Art direction and design work for their MGM Grand Detroit client.

### Senior Graphic Designer | Art Director

Aquent | Southfield, MI

[ August 2001- Ongoing ]

Fill various short term temp, contract and freelance creative positions at advertising agencies, design studios, exhibit houses and in-house corporate communications departments.

## Education

Minneapolis College of Art And Design (MCAD)

[ Minneapolis, MN ]

Post Baccalaureate in Sustainable Design

Otis Parsons School of Design

[ Los Angeles, CA ]

Course work in Computer Graphics

UCLA

[ Los Angeles, CA ]

Course work in Communication Graphics

College For Creative Studies

[ Detroit, MI ]

Graphic Design curriculum