



SARAH WIELUSZ

Designer, illustrator, marvelous maker of heterogeneous things

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PROFILE

In addition to various DIY projects and moonlighting freelance work, I have over 13 years of experience in consumer packaged goods & integrated marketing. I have a knack for being able to take brands from concept to completion, including development into collateral, packaging, and web design. I've done work for clients such as Fellowes, Sara Lee, Sanford (Sharpie, Expo, and uni-Ball), Pepsico, Spangler Candies, and Wet-Nap. When I'm not slinging pixels across computer screens, I am either snowboarding or binge-watching Netflix.

SKILLS

- Branding
- Illustration
- Package Design
- Photo Art Direction
- Print Collateral
- Storyboarding
- Web Design

APPS:

- Adobe Creative Cloud
- Mailchimp & Constant Contact
- Wordpress
- Keynote & Powerpoint

EDUCATION

BFA, VISUAL COMMUNICATIONS
ILLINOIS INSTITUTE OF ART - CHICAGO

2002—2006

EXPERIENCE

FREELANCE DESIGNER & ILLUSTRATOR

PIVOT
11.2014—PRESENT

The work I've done for Pivot is quite a range, all while centering around consumer package goods. I've done web design, branding and identity development, package design, brainstorm ideation sketches, concept hand renderings, infographics and more.

DESIGN DIRECTOR THE GLUTEN FREE MEDIA GROUP

09.2013—05.2016

Provided creative guidance and maintain the brand equity for all contained companies within the group. Dealing with both B2B and B2C, I developed web ads, websites, e-commerce site customization, email graphics & programming, tradeshow displays, various promotional print materials and even attended press checks for our subscription box packaging.

SENIOR ART DIRECTOR PKG BRAND DESIGN

01.2013—09.2013

Planning and art directing for photoshoots, developed brand style guides, and continued to develop my skills on various CPG work. Worked directly with a Wordpress developer to design websites and an internal in-store CPG web resource.

ART DIRECTOR PKG BRAND DESIGN

07.2011—01.2013

Worked within a team to develop consumer promotions, product packaging, photo art direction and shopper merchandising.

ART DIRECTOR LAUNCH CREATIVE MARKETING

07.2008—07.2011

Worked within a team to concept and create product packaging, in-store structural displays, point-of-sale materials, out-of-home advertising (billboards, bus ads, etc.), promotional event graphics, online advertising, and B2B sales collateral.

PRODUCTION ARTIST LAUNCH CREATIVE MARKETING

06.2007 - 07.2008

Print production of food packaging, in-store merchandising and other marketing materials

ASSISTANT PRODUCTION MANAGER MAGNANI CONTINUUM MARKETING

08.2006—05.2007

Print production of marketing materials, managed print material sourcing, competitive vendor quoting, and file management