



SARAH WIELUSZ

Designer, illustrator, marvelous maker of heterogeneous things

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- Los Angeles, CA

PROFILE

I am a designer and illustrator with 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. 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

- CREATIVE DIRECTOR** 11.2016—PRESENT
 CLUB PARADISE
 As creative director, I provide help in developing treatments, pre-production books, websites and any other creative materials needed for film and commercial production. I also provide illustration for motion graphic projects and storyboards. On occasion I also provide production design services.
- FREELANCE DESIGNER & ILLUSTRATOR** 11.2014—PRESENT
 PIVOT MARKETING
 The work I've done for Pivot is quite a range, all while centering around mostly 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** 09.2013—05.2016
 THE GLUTEN FREE MEDIA GROUP
 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** 01.2013—09.2013
 PKG BRAND DESIGN
 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** 07.2011—01.2013
 PKG BRAND DESIGN
 Worked within a team to develop consumer promotions, product packaging, photo art direction and shopper merchandising.
- ART DIRECTOR** 07.2008—07.2011
 LAUNCH CREATIVE MARKETING
 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** 06.2007—07.2008
 LAUNCH CREATIVE MARKETING
 Print production of food packaging, in-store merchandising and other marketing materials
- ASSISTANT PRODUCTION MANAGER** 08.2006—05.2007
 MAGNANI CONTINUUM MARKETING
 Print production of marketing materials, managed print material sourcing, competitive vendor quoting, and file management