

# SARAH FLAHERTY

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## EDUCATION

**M.F.A. Graphic Design, Savannah College of Art & Design**, June 2013

**M.F.A. Thesis** *It is imperative that contemporary designers practice culturally and socially responsible design.* [www.designerscultureguide.com](http://www.designerscultureguide.com)

**B.A. Art/Graphic Design, Hartwick College**, May 1999

## TEACHING EXPERIENCE

**Fall 2014**

**Adjunct Graphic Design Professor, Rochester Institute of Technology**

- » Elements of Graphic Design, GRDE 106-01
- » Responsible for creating all content, demos, assignments and lectures
- » Lectures and assignments covered basic graphic design techniques including Gestalt Principles, composition, and typography
- » Students were at intermediate-advanced level Adobe Illustrator users upon completion of the course

**Spring and Fall 2012**

**Graduate Teaching Assistant, Savannah College of Art and Design**

- » Introduction to Graphic Design, GRDS 201
- » Graphic Design Studio 1, GRDS 348
- » Developed additional discussions and blog entries relating to curriculum and professional design experience
- » Critiqued student work, both written and orally
- » Created standardized rubrics
- » Provided evaluations and grading for discussions and projects
- » Encouraged students to explore the design process
- » Created presentations for teaching lessons

## PROFESSIONAL EXPERIENCE

**9/2013-Present**

**Creative Director, Exelis Inc., Geospatial Systems Division**

- » Guided and managed graphic designers to create video and print pieces
- » Created strategic and engaging print and digital designs that increased brand awareness and lead generation for commercial and government contracts
- » Conceptualized and designed collateral, infographics, advertisements, web design, tradeshow booth graphics and posters
- » Managed multiple projects from concept to completion with a cross-disciplinary team (graphic designers, product marketing managers, web developers, freelancers, and agencies)
- » Directed and collaborated with web developers, freelancers, agencies, etc. on multiple projects from concept to completion

## PORTFOLIO

[www.sarahdolan.com](http://www.sarahdolan.com)

## GRAPHIC DESIGN BLOG

[www.designerscultureguide.com](http://www.designerscultureguide.com)

## AWARDS

**2013**

**Design Ignites Change Finalist**  
**AIGA Professional Fellowship**

1 of 12 Finalists

"Designer's Culture Guide"

[www.designerscultureguide.com](http://www.designerscultureguide.com)

**2009**

**SCADDY Awards**

Finalist for poster

"Fellas Crows"

**2008-2013**

**MFA Scholarship**

Businesses for Education

**2008**

**Channel Partners Show**

Best in Show for

"Play To Win" booth

**2008**

**NAIOP Interior**

**Office Design Award**

Created unique wall artwork for winning office space

**1996**

**Hartwick Art Show**

Honorable Mention

for charcoal drawing

"She's a Nudie"

## 8/2005-8/2013

### Graphic Designer, EarthLink/Formerly One Communications/Choice One

- » In-house designer reported directly to the Vice President of Corporate Communications, also worked in Marketing Communications
- » Provided graphic design, development, direction and support of print and electronic media
- » Conceptualized and coordinated new office signage, including external, internal and wayfinding
- » Coordinated with external vendors for all forms of production
- » Worked directly with Major and Minor League sports teams, Pittsburgh Steelers, Green Bay Packers and Boston Red Sox, to develop signage and printed material to promote the corporation
- » Evaluated all visual elements to ensure the brand integrity
- » Created marketing elements and branding for company and product promotion
- » Consulted on planning for yearly budget requirements
- » Identified graphic needs, budget constraints and reasonable deadlines for projects with the direct internal client
- » Conceptualized and created designs for exhibit booths
- » Responsible for investor and corporate presentations
- » Design, produce and coordinate event material such as invitations, signage, promotional products, table tents, collateral and digital media

## 3/2003-Present

### Graphic/Web Designer, Design Consultant

- » Designed and produced interactive Flash animations, websites, training and print material for multiple US companies: Bausch and Lomb, Eastman Kodak, French's Mustard, RE/MAX Realty Group and many more
- » Coordinated the print production process to ensure quality products
- » Conceptualized, designed and produced promotional materials such as flyers, ads, brochures, logos
- » Independently coordinated all aspects of running a small business including the budget, customer relations, developing concepts and researching the best resources for stock photography, printing and web hosting

## 2/2001-3/2003

### Graphic Designer, Corporate Communications

- » Active team member in a variety of print, electronic and web-based projects carried out for multiple divisions of Eastman Kodak Company, Nazareth College and other regional companies
- » Responsibilities included designing newsletters, conference materials, websites and digital presentations
- » Designed and produced print-ready art (graphs, charts, posters, and line-art)
- » Developed and produced web-based graphics
- » Designed and created presentations for corporate events

## SOFTWARE

InDesign  
Illustrator  
Photoshop  
Flash  
After Effects  
Fireworks  
Dreamweaver  
Acrobat Professional  
Director  
Microsoft Suite  
HTML/CSS

## REFERENCES

### Stan Conrad Savannah College of Art and Design

Professor, Graphic Design  
sconrad@scad.edu  
502.893.7685

### Jason Frazer Savannah College of Art and Design

Professor, Graphic Design  
jfracier@scad.edu  
912.525.5119

### Christina Nasello NVus Designs

Founder and  
Creative Principal  
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585.750.8435

### Amy Ashe EarthLink

Director of Marcom,  
Base Marketing Manager  
aashe@corp.earthlink.com  
585.472.3346

**8/1999-1/2001**

**Graphic Designer, Eastman Kodak Company**

- » Worked with top national and international companies to concept, design and create 3-D displays, promotional items, posters and more using Kodak's 3-D lenticular imaging
- » Clients included Paramount Studios, Hanes, Columbia Pictures, Guinness Beer, Coca-Cola, Disney, Warner Brothers, World Olympics 2000 and Major League Baseball

**Winter 1998**

**Graphic Design Intern, Ingalls Advertising**

- » Supported graphic designers and illustrators with stock photography research, color palette options, layout and production assistance
- » Gained overall understanding of agency operations
- » Hands-on experience with projects for CVS, Boston Globe, Radisson Hotel and Ford Motors, among others