

SARA DENEWETH

UX AND VISUAL DESIGN

PROFILE

Dedicated professional with over thirteen years of experience as a graphic designer, specializing in electoral and non-profit communication. A veteran of numerous political campaigns with a deep background in TV/film/video production. A recent graduate of MICA with a master's degree in user experience design.

EDUCATION

MARYLAND INSTITUTE COLLEGE OF ART (MICA)

August 2021 - May 2023

- Master's of Professional Studies in User Experience Design

CALIFORNIA COLLEGE OF THE ARTS

June 2002 - August 2003

- Second-degree program with courses in graphic design, typography, and printmaking

UNIVERSITY OF MICHIGAN

September 1996 - May 2000

- Bachelor of Science with High Distinction in Environmental Policy and Behavior
- Studied sustainable development and Spanish in Costa Rica

CONTACT

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SKILLS

ADOBE CREATIVE SUITE

Acrobat, Illustrator, InDesign, Photoshop, Premiere

UX DESIGN & RESEARCH

Competitive Analysis, Figma, Figjam, Heuristic Evaluations, Journey Maps, Miro, Personas, Prototyping, Scenarios, Task Flows, Usability Testing, User Interviews, Wireframes

LANGUAGE

Proficient in Spanish

OTHER

Asana, Canva, Duda, G Suite, Jira, Keynote, MS Office, Salesforce Marketing Cloud, Shopify

SELECTED FREELANCE CLIENTS

AFL-CIO • Brennan Center for Justice • Conservation Voters of Pennsylvania • DC Central Kitchen • Deloitte GovLab • *Roll Red Roll* • Gowanus Canal Dredgers Canoe Club • Social Movement Technologies • VoteAmerica • Vote.org • Works in Progress

RELEVANT EXPERIENCE

AMERICAN PSYCHOLOGICAL ASSOCIATION

Advocacy for Psychology
January 2022 - Present

GRAPHIC DESIGNER

Created layouts for award-winning magazine *Monitor on Psychology*

Designed print and digital products including websites, social graphics, reports, factsheets, email, and data visualization

Edited videos for Impact Campaign, Magination Press, and assisted on set during shoots

RAICES

Immigrant Advocacy
August 2021 - October 2021
(Contract)

GRAPHIC DESIGNER

Provided graphic design services for digital and print

Notable projects include the Karnes Report and social media graphics for the "Keep the Promise" campaign

NARAL

Pro-choice Advocacy
August 2018 - March 2021

DESIGN MANAGER

Provided creative direction and design for print, digital, and video across the organization

Managed design team including junior staff, freelancers, as well as vendors

Worked with organizing and government relations teams on the Reality of Roe campaign, mobilizing members to take over 50,000 actions lobbying state legislatures

Created and maintained a system for design requests and archiving projects

SIGNPOST

B2B SaaS,
Digital Marketing
Platform for Local
Businesses
May 2017 -
March 2018

DESIGN DIRECTOR

Designed a brand identity for product features that improved site conversions

Created content for sales enablement, such as product feature briefs, case studies, interactive product demonstrations, and top-of-funnel content to educate and generate demand

Spearheaded video projects for marketing and enterprise teams including producing interview shoots and supervising animators

HILLARY FOR AMERICA

Oct. - Nov. 2016

GET OUT THE VOTE LEAD

Managed logistics for five staging locations, including training and supervising volunteers

Raised \$10,000 from grassroots donors

EVERYTOWN FOR GUN SAFETY

Gun Violence
Prevention
July 2014 -
Oct. 2016

DESIGN MANAGER

Oversaw the implementation of a new visual identity and managed the brand to ensure consistency

Responsible for all in-house digital, print, and merchandise design as well as related project management to meet strict turnaround schedule and budget constraints

Collaborated with culture, digital, and organizing teams along with grassroots volunteers to launch the first ever National Gun Violence Awareness Day through the Wear Orange campaign

Partnered with research, legal, and policy teams to develop solutions for presenting complex data, including publishing over 15 reports and creating content to launch a new website

ANNE LEWIS STRATEGIES

Digital Agency
Nov. 2013 -
June 2014

DESIGN DIRECTOR

Created graphics for more than 20 clients in the non-profit and electoral sectors

Projects included email and social media, infographics, websites, online ads, as well as business development presentations and proposals

DCCC

Democratic
Congressional
Campaign Committee
Nov. 2011 -
Dec. 2012
(Contract)

DIGITAL STRATEGIST

Created graphics for an email program that raised \$49.3 million online for the 2012 cycle (more than triple the amount for the 2010 cycle and \$28 million more than Republican counterparts)

Designed print and digital products, many received national press coverage including ABC's *This Week*, *The Charlie Rose Show*, and *New York Daily News*

Produced and edited videos for senior leadership, donors, and members of Congress

ABC NEWS

May - Oct. 2011
(Contract)

ASSOCIATE PRODUCER, "FINAL WITNESS"

Managed shoot budgets; found and secured locations, crew, gear, and transportation; booked travel; created call sheets, calendars and schedules

DCCC

July - Dec. 2010
(Contract)

NEW MEDIA DIRECTOR, IE PROGRAM

Created an in-house program launching and managing 40 microsites to address unique messaging needs of campaigns, including design, content, and development

REMEDY EDITORIAL

Editorial Studio and
Production Company
April 2004 -
Feb. 2010

POST-PRODUCTION MANAGER & PRODUCER

Produced hundreds of videos for clients including Autodesk, Cisco, Genentech, Medtronic, and Salesforce

Founded the Adopt-a-Doc program to support independent filmmakers