

SARAH SKAPIK

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SUMMARY

Award-winning senior-level art director with outstanding creative, collaborative, technical and project management skills. Areas of expertise include web, mobile, social media, print, packaging, and branding.

PROFESSIONAL HISTORY

FREELANCE ART DIRECTOR

OCTOBER 2010 - PRESENT

Clients include Gillette, Hautelook, Hangar1 Vodka, Mercedes, Coldwater Creek, Just Cavalli, Joop Fragrances, Cablevision, Johnson & Johnson, Memorial Sloan-Kettering Cancer Center. Agencies worked for include MCD Partners, Bossa, Porter Novelli, Kaplow PR, MWW Group, BFG Communications, Tilden Marketing.

DARLING DESIGN GROUP, NEW YORK, NY

SENIOR ART DIRECTOR | APRIL 2008 - OCTOBER 2010

ART DIRECTOR | FEBRUARY 2006 - APRIL 2008

Developed concepts and design layouts for a wide range of web, print, packaging and branding projects

Worked with clients, vendors, project managers, copywriters and web developers to ensure high creative and technical standards are met, and all work is completed on time and within budget

Collaborated on website navigation strategy, create wireframes and provide recommendations on content inclusions and overall flow

Contributed to social media strategy and implementation

Produced mechanicals for offset and digital print projects

EDUCATION

2005

PARSONS THE NEW SCHOOL FOR DESIGN

Associate in Applied Science, Graphic Design
Awarded Dean's List, 2005

1993 – 1997

UNIVERSITY OF CALIFORNIA, SANTA CRUZ

Bachelor of Arts in Cultural Anthropology

SKILLS

Adobe InDesign

Microsoft Word

Print Production

Adobe Photoshop

Microsoft Powerpoint

HTML/CSS

Adobe Illustrator

Microsoft Excel

SELECT AWARDS

Official Webby Honoree, 11th Annual Webby Awards, 2007

Silver Winner, W3 Website Excellence Awards, 2007

Gold Award, Creativity Awards, Website, Consumer, 2007

Gold Award, Creativity Awards, Collateral Material, 2007