

Sara McGowan/Casella

Experienced Art Department Director and Senior Graphic Designer with a proven track record in the printing and design industry. Highly skilled in the Adobe Creative Suite, with specialized expertise in logo design, website layout and design, advertising, and brand identity development. A creative and detail-driven professional who thrives on pushing boundaries, exceeding expectations, and delivering exceptional design quality from concept to final production.

EDUCATION:

Bachelor of Fine Arts, Graphic Design and Art History — June 2012
Rutgers University, Newark College of Arts and Sciences — Newark, NJ

TECHNICAL PROFICIENCY:

Adobe Creative Suite: InDesign, Illustrator, Photoshop, After Effects, Dreamweaver
Print Production & Prepress: HP SmartStream, Kodak Prinergy, ElecRoc Workflow
Other Design Tools: Canva, QuarkXPress, Flash, PitStop Pro
Office & Productivity: Microsoft PowerPoint, Excel, Word, Outlook
Web-to-Print Platforms: PageFlex, E-Quantum, Preserro

PERSONAL SKILLS:

Excellent communication and interpersonal skills. Proven track record of consistently exceeding goals and expectations. Positive, high-energy attitude that inspires teamwork and productivity. Professional appearance and strong work ethic. Outstanding customer service and client relations abilities. Skilled in conflict resolution and prioritization under pressure. Strong leadership and managerial experience grounded in integrity and long-term value to employers.

FREELANCE WORK:

SARA MCGOWAN DESIGNS 2008-PRESENT / WWW.SARAMDESIGN.COM

Experienced multidisciplinary designer with a proven background in print and digital design. Skilled in developing logos, brand identities, marketing collateral, websites, and promotional materials across a variety of industries. Adept at managing full creative workflows from concept through production, while maintaining brand consistency, precision, and visual impact. Known for a client-focused approach, attention to detail, and ability to deliver high-quality creative solutions on deadline.

EMPLOYMENT:

ART DEPARTMENT, WEB & PREPRESS DIRECTOR / 2018 - CURRENT

SUNSET PRINTING & ENGRAVING, WHARTON, NJ / WWW.SUNSETPRINTERS.COM

Lead the in-house design department, collaborating with high-end luxury brands to develop and deliver print and design solutions that uphold each client's visual identity. Manage and mentor the design and prepress team, ensuring accuracy, creativity, and consistency across all projects. Partner directly with clients to ensure brand standards are properly implemented across all designed collateral. Design, develop, and implement custom client-facing web-to-print portals to streamline ordering, improve efficiency, and enhance the customer experience. Serve as the primary liaison between clients, sales, and production teams to troubleshoot challenges, align creative vision with technical execution, and ensure seamless project completion.

SENIOR GRAPHIC DESIGNER / ART DEPARTMENT MANAGER / 2012 - 2018

PRINT CBF, CEDAR KNOLLS, NJ / WWW.PRINTCBF.COM

Built strong client relationships that encouraged repeat business and new opportunities. Demonstrated the ability to work independently and collaboratively toward team goals. Designed projects from concept to press, ensuring a flawless finished product. Oversaw all artwork produced in-house and consistently met tight deadlines.



**SARA
CASELLA**

**sr. graphic designer
art dept. director**

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**References & Portfolio
available upon request**