

ART —

— DESIGN

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SARA R. SHIELDS

DIGITAL + TRADITIONAL ARTIST,
GRAPHIC DESIGNER

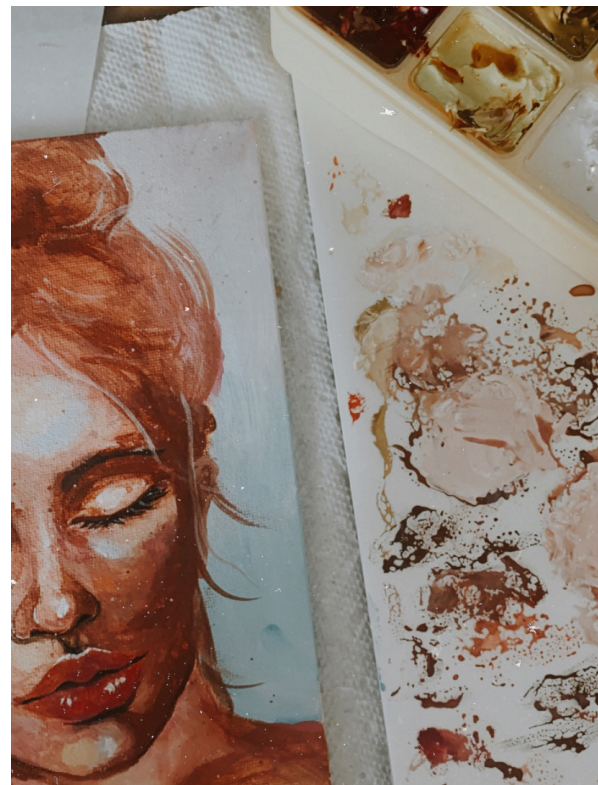
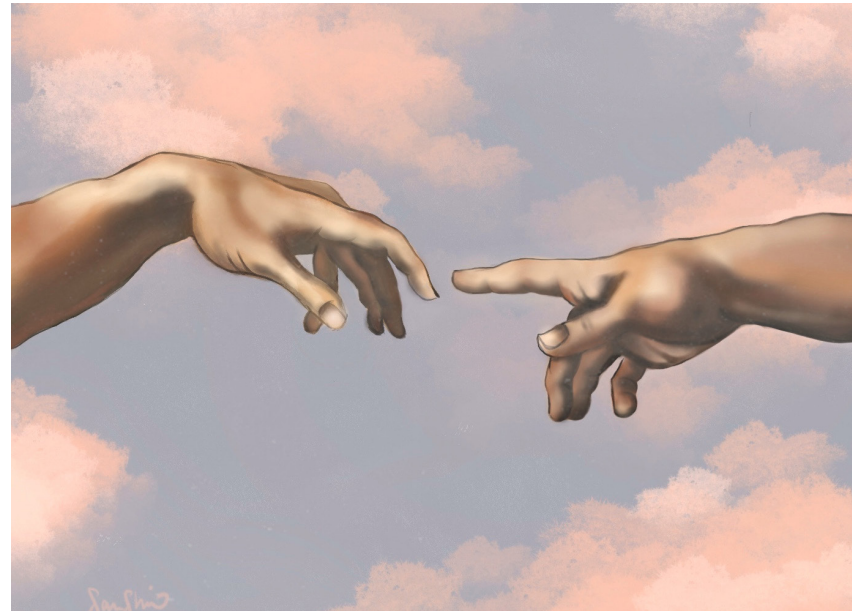


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ABOUT



ABOUT ME

- GRAPHIC DESIGNER & ARTIST.
- LOVER OF BOTH DIGITAL & TRADITIONAL ART.
- OCCASIONAL ILLUSTRATOR.
- ALWAYS A CAT, VIDEO GAME, AND READING ENTHUSIAST.



SARASHIELDS

ARTIST + GRAPHIC DESIGNER

EDUCATION

Saint Joseph's University
2013-2017
Bachelor of Arts in
Communications Studies
Secondary Major in Fine Art

SKILLS

Photoshop 
Illustrator 
InDesign 
After Effects 

Additional skills include:
Dreamweaver, Lightroom,
Procreate, Digital
Photography, Drawing,
Painting (Digital, Oils,
Gouache and Watercolors),
Written & Verbal
Communication

EXPERTISE

Graphic Design
Web Design
Marketing Content Creation
HTML/CSS
Project Management
Fine Art

PROFESSIONAL EXPERIENCE

- June 2018 - Present
Graphic & Digital Designer | InstaMed, a J.P. Morgan Company
 - Conceptualize and design marketing assets for stakeholders in various departments across a 200+ employee organization, such as eBooks, PDF's/one-pagers, infographics, animated videos, social media campaigns, presentations and digital ad campaigns.
 - Single-handedly create the look and feel of the company's annual "Trends in Healthcare Payments" report, resulting in thousands of online impressions and downloads.
 - Manage the creation and distribution of marketing materials used by sales associates and account managers, which results in the consistent output of one of the marketing team's most impactful sales tools.
 - Collaborate with stakeholders across a variety of teams within the company to develop effective marketing collateral.
 - Demonstrate time management skills by handling multiple projects/tasks at any given time, while under pressure to make weekly deadlines.
- Nov 2017 - Apr 2018 Executive Assistant | VOMOS
- Jan 2017 - Dec 2017 Web Designer | The Photo Review
- Aug 2016 - May 2017 Production Intern | Center City Film & Video
- Apr 2016 - Sep 2016 Photography Intern | iRadioPhilly
- Apr 2016 - Sep 2016 Photographer | Legacy Photographics
- Sep 2015 - Dec 2016 Intern | The Photo Review



LOGOS



CHICKEN CREEK RANCH

THIS IS A DESIGN I CREATED FOR THE OWNER OF "CHICKEN CREEK RANCH", AN ELK HUNTING RANCH NESTLED IN THE MOUNTAINS OF COLORADO. THE OWNER RAVED ABOUT THE CRYSTAL-CLEAR VIEW OF THE STARS ABOVE THE HIGH MOUNTAIN MEADOWS AT NIGHT, & KNEW THOSE WERE TWO ELEMENTS TO INCLUDE IN THIS LOGO THAT WOULD MAKE IT FEEL MORE PERSONAL & POTENTIALLY SET IT APART FROM OTHERS OF A SIMILAR SUBJECT MATTER.



POUR DECISIONS WINE

A FRIEND OF MINE ASKED ME TO CREATE THE LOGO & LABEL FOR HIS FAMILY'S WINE BUSINESS, & WHAT DREW ME IN RIGHT AWAY WAS THE NAME, "POUR DECISIONS". I IMMEDIATELY WENT INTO PROCREATE TO CREATE THE SKETCH OF THE BOTTLE POURING INTO THE GLASS & USED A VARIETY OF WATERCOLOR BRUSHES TO CREATE THE RED WINE EFFECT.



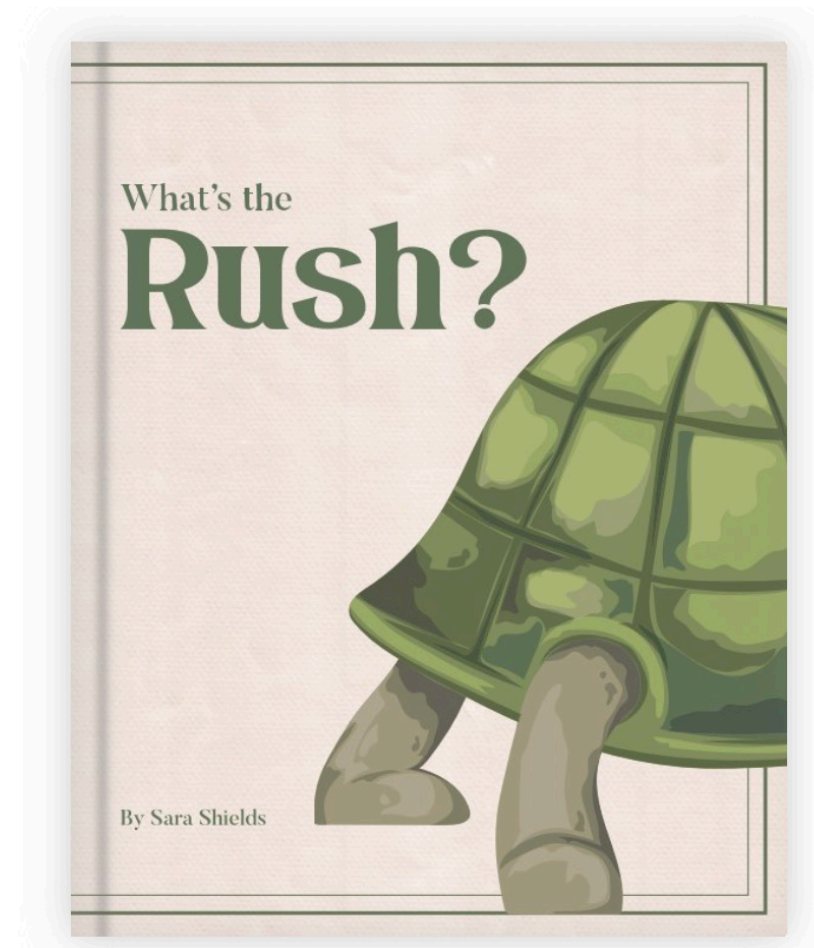
KEN FUSCO CONTRACTING

THIS BUSINESS OWNER CAME TO ME WITH THE NEED FOR A LOGO FOR HIS COMPANY. ONCE WE GOT INTO THE DESIGN CONCEPT, THE WORDS "VINTAGE-FEELING" AND "RETRO" WERE THROWN OUT, & WE EVENTUALLY LANDED ON THIS TYPOGRAPHY-FOCUSED LOGO DESIGN.

ILLUSTRATIONS

A CHRISTMAS CARD

I WAS APPROACHED BY A FRIEND OF A FRIEND WITH THE DESIRE FOR A COZY & CUSTOM CHRISTMAS CARD THAT HIGHLIGHTED HIS DOG & SOON-TO-BE NEPHEWS.



WHAT'S THE RUSH?

"WHAT'S THE RUSH?" IS A CHILDREN'S BOOK THAT I WROTE & ILLUSTRATED AS A GIFT FOR MY NEPHEW. THIS WAS A PERSONAL PROJECT THAT TOOK SEVERAL MONTHS & A VARIETY OF MEDIUMS TO COMPLETE.



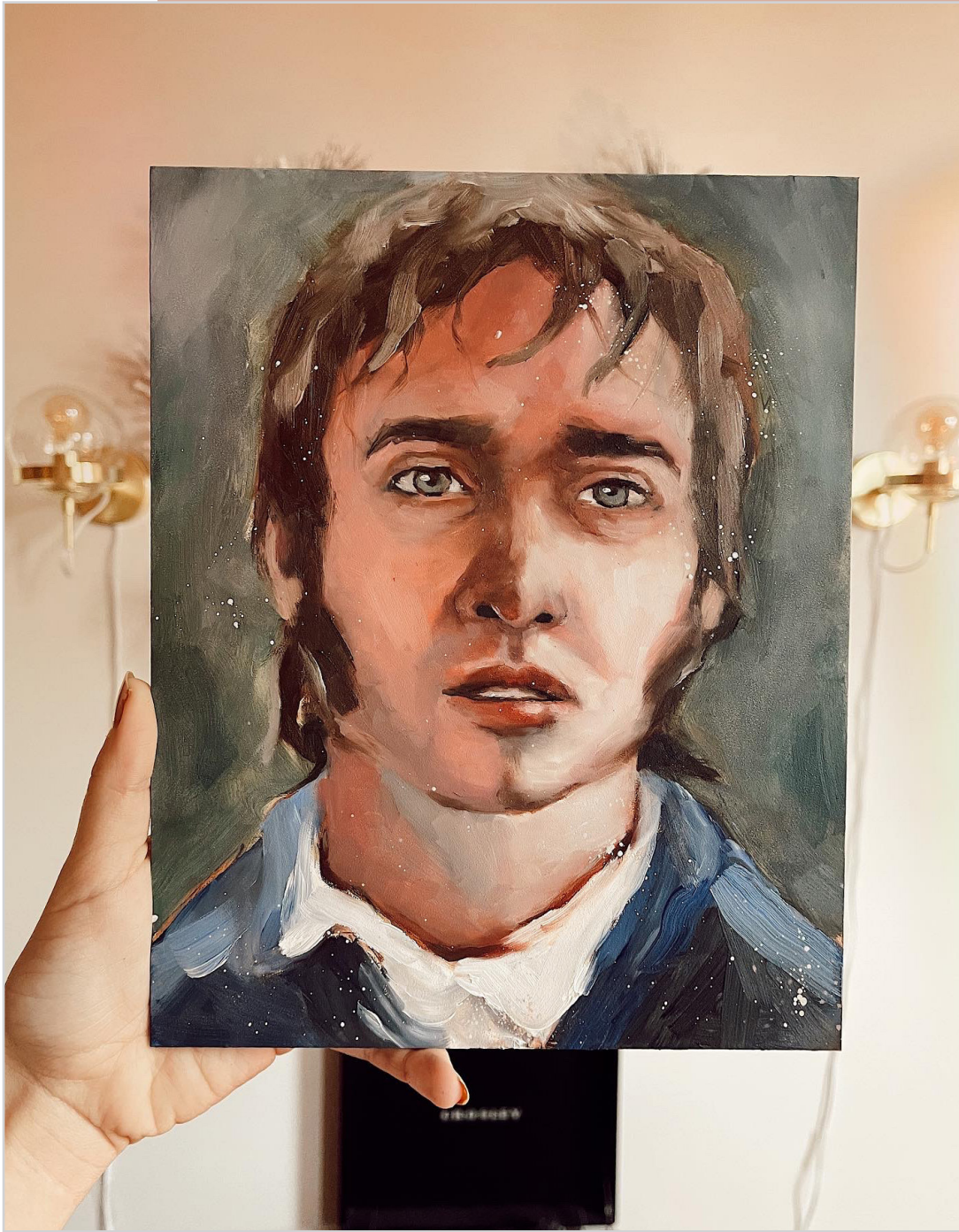


THE ADVENTURES OF SPRAY-J

"THE ADVENTURES OF SPRAY-J" IS ANOTHER CHILDREN'S BOOK I'M IN THE PROCESS OF ILLUSTRATING. USING PROCREATE, I'M HAND-DRAWING EVERY ILLUSTRATION ON EACH PAGE AND WILL USE INDESIGN TO BRING THE WHOLE BOOK TOGETHER.



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● *MR. DARCY*
● OIL ON WOOD PANEL

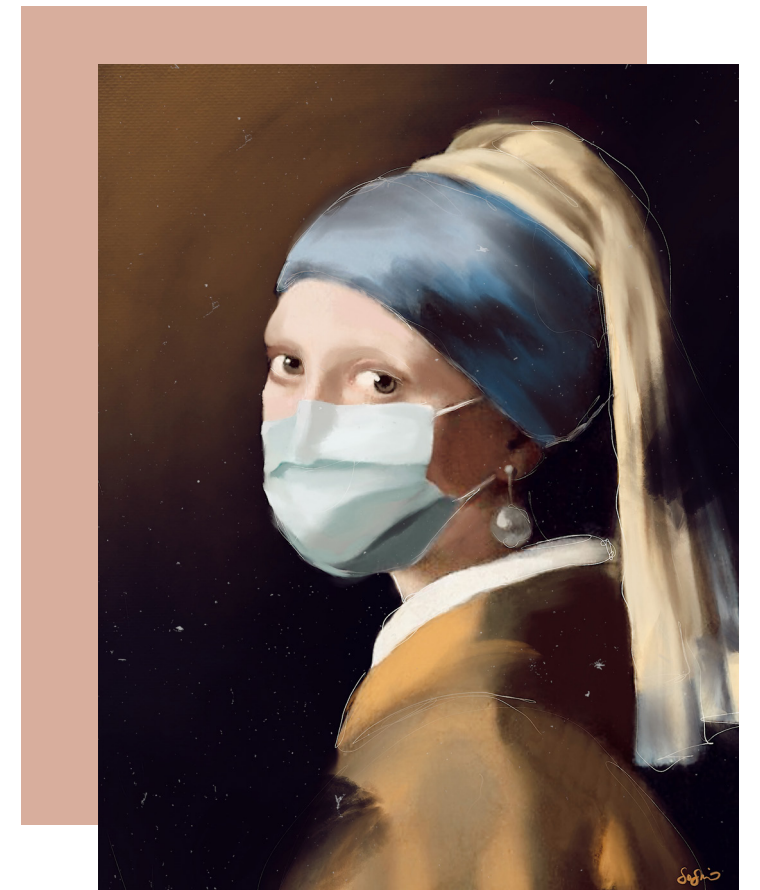


UNTITLED PORTRAIT
OIL ON WOOD PANEL

*GIRL WITH A PEARL
EARRING IN 2020*
DIGITAL PAINTING -
PROCREATE



STUDY OF HANDS
OIL ON CANVAS





THANK

YOU