

# SARA SYMS

Creative Director | Experience Lead

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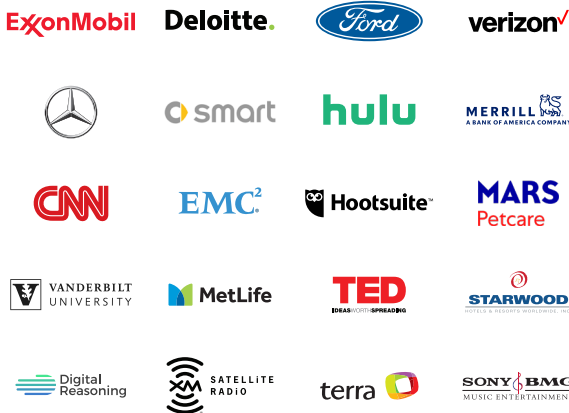
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## BRAND EXPERIENCE

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## STRENGTHS

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- Multi-disciplined creative leader, building brand loyalty, meaning and value through visually driven experience and interactive solutions.
- 20+ years of relevant experience in digital marketing, advertising, brand development, and application design—as well as being on the pulse of new platforms and emerging technologies.
- Guide and mentor my team to stretch and strengthen their passion, purpose and potential.
- Intuitive and analytical insight into what visually, verbally, and experientially resonates with real people, and works in actual marketplaces.

## EDUCATION

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Miami University, OH • BFA, Graphic Design

School of Visual Arts, NYC • Design and Ad classes

References available upon request

## BAREFOOT PROXIMITY / BBDO, Cincinnati

Experience Director (Aug 2018 - Present)

Current creative lead on Elanco Global Portfolio (B2B/B2C pet wellness / pharma), former creative lead ('18-'20) for all ExxonMobil B2B Global portfolio (Chemical, Basestocks, Marine, Aviation and Industrial), Additional experience creative for P&G, Mars and Cincinnati Childrens. Work includes strategy, site design, CRM programs, application design, print collateral, global digital marketing, social, trade shows, video and omni-channel campaigns.

## REDPEPPER, Nashville

Associate Creative Director (Jan 2016 - Aug 2018)

Design lead across all agency projects. Interactive, branding, UI/UX, and omni-channel campaigns. Mentor and manage creative staff. Creatively led multiple innovation labs utilizing sprint and agile methodology. Clients included: Deloitte, Verizon, Mars, Hootsuite, Vanderbilt, Blue Zones and Digital Reasoning.

## WANNADO, Nashville

Interactive Art Director (Nov 2014 - Jan 2016)

Lead creative and UI/UX designer for entertainment/ technology startup responsible for site design, ios/android app and marketing materials (collateral, campaigns, social). Small agile team of 6.

## THE BUNTIN GROUP, Nashville

Interactive Art Director (Jun 2014 - Nov 2014)

Brought in as interactive art director to help grow digital team, mentor/manage designers as well as handle all interactive and UX design for current/new clients (web and applications).

## RAZORFISH, NYC

Sr Designer / Art Director (Oct 2006 - Jun 2014)

Experience design for site platforms, interactive apps, campaigns, and social. Part of core design team for Mercedes-Benz (2.5 yrs), Smart (1.5 yrs), Ford and Lincoln (2 yrs). Worked on site design for initial launch of Hulu.com. Other clients included: A&E, American Red Cross, CNN, EMC, Merrill Lynch, MetLife, Starwood, TED, Terra (Brazil), XM Radio & more.

## RADICAL MEDIA, NYC

Freelance Designer (Jan 2006 - Oct 2006)

Part of small creative team for campaign rebrand of Bali-based jewelry designer, John Hardy. Site design, ads, campaign work.

## SONY MUSIC, NYC

Designer (Jun 2001 - Jan 2006)

Designer for music packaging and advertising projects under SonyBMG, Columbia, Legacy, Epic and Sony Classical.