



Sarah Keene

ART DIRECTION | DIGITAL DESIGN | UX

(323) 378 8789

sarah.keene@gmail.com

sarahkeene.com

Education

DIP GRAPHIC DESIGN

Enmore Design Center, Sydney

CERT 4 WEB PRODUCTION

Randwick TAFE , Sydney

AWARD SCHOOL

2nd in the State of
NSW, Australia

Skills

Photoshop
XD, Sketch
InDesign
Illustrator
Dreamweaver
After Effects

UX Design, Responsive Design,
HTML/CSS/JavaScript,
A/B testing, Typography,
Retouching, Animation

Interests

Photography, Film,
Fashion, Music,
Roller skating, Fitness

Brands

Microsoft
Vince
Torrid
Hot Topic
Killion
Rebecca Taylor
XOXO
Parker NY
Sam Edelman
David Meister
Westfield
Virgin Mobile
Fiji Tourism
MasterCard
Xbox

Experience

ART DIRECTOR

November 2017 - present

POSSIBLE, Los Angeles

Art direct and manage a team of six designers across three Microsoft e-commerce properties. Prepare and present work to clients. Attend on-campus site launches and ensure smooth execution of marketing campaigns. Recruit, mentor and motivate designers and lead weekly creative team meetings. Liaise with the Creative Director to help maintain high design standards for the team, from concept to production.

SENIOR DESIGNER

December 2016 - November 2017

POSSIBLE, Los Angeles

Design lead for Microsoft Windows e-commerce site. Design and produce website content including product marketing and online advertising to meet strict deadlines. Liaise with development and account teams. Train and mentor junior designers and freelancers.

SENIOR WEB / UX DESIGNER

June 2016 - October 2016

OMNI, Los Angeles

Design fashion and lifestyle e-commerce websites across the agency portfolio. Create wireframes and user-centered design, from concept to production. Liaise with developers, copywriters and marketing team.

SENIOR WEB DESIGNER

July 2015 - June 2016

TORRID / Hot Topic, Los Angeles

Design lead for Torrid. Daily website and email marketing production for the e-commerce team. Design for projects including fashion campaigns, lookbooks and social media campaigns. Implemented new digital image standards and best practices for web and email output - which led to increased revenue. Liaised with photographers, retouchers and developers.

SENIOR WEB DESIGNER

September 2012 - June 2015

Kellwood, Los Angeles

Lead designer and 2nd-in-charge of e-commerce design team. Design, code and publish web and email marketing campaigns across brands including Rebecca Taylor, Parker NY, Sam Edelman and XOXO. Manage and mentor junior designers and freelancers.

SENIOR WEB/GRAPHIC DESIGNER

June 2011 - August 2012

Westfield Creative, Los Angeles

Design, concept and produce online and print marketing campaigns for Westfield websites, nation-wide. Liaised with clients daily across the US.