



Sarah Keene

ART DIRECTION | DIGITAL DESIGN | UX

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sarahkeene.com

Education

DIPLOMA GRAPHIC DESIGN

Enmore Design Center, Sydney

CERT 4 WEB PRODUCTION

Randwick TAFE, Sydney

Skills

Web Design,
XD, Sketch, Photoshop
InDesign, Illustrator
Dreamweaver, After Effects
UX Design, Responsive Design,
HTML/CSS/JavaScript,
A/B testing, Google Optimize,
Typography, Accessibility
Retouching, Animation

Interests

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

Brands

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

Volunteer

Project Wildlife
South Bay Wildlife
LA Derby Dolls trainer

Experience

ART DIRECTOR

April 2019 – Current

DIRECTBUY HOME IMPROVEMENT

Creative Direct and oversee a team of six designers across a portfolio of retail e-commerce brands including Z Gallerie, DirectBuy and BonTon. Lead creative campaigns and strategy development for the marketing team to help inform design decisions and ensure smooth execution of marketing campaigns across web, email, social and print. Evolve internal creative processes. Recruit and mentor designers, lead weekly meetings.

ART DIRECTOR

November 2017 – March 2019

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, lead weekly meetings. Liaise with the CD to maintain high design standards for the team.

SENIOR DESIGNER

December 2016 - November 2017

POSSIBLE, Los Angeles

Design Lead for Microsoft Windows e-commerce site. Concept, design and produce on-site content, online ads and social. 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, increasing conversion.

SENIOR WEB DESIGNER

September 2012 - June 2015

Kellwood, Los Angeles

Lead Designer and 2IC of e-commerce Design Team. Design and code on-site and email marketing campaigns across brands including Rebecca Taylor, Parker NY, Sam Edelman and XOXO. Mentor juniors and freelancers.