SARAH KEENE

CREATIVE DIRECTION | DIGITAL DESIGN | UX
www.sarahkeene.com

+1 323-378-8789
sarah.keene@gmail.com

An experienced design leader, known for being a strategic thinker and developing cross-channel creative solutions that are innovative, with meaningful and measurable impact.

EXPERIENCE

Creative Director
CSC GENERATION

April 2019 - present

Provide Creative Direction, lead and inspire a team of designers across a portfolio of retail e-commerce brands including Z Gallerie, Sur La Table and One Kings Lane. Oversee creative campaigns and strategy development for the marketing team to help inform cross-channel execution across web, social, email, in-store and print. Evolve internal creative processes, allocate resources to project needs.. Recruit, train and mentor designers.

Art Director
WUNDERMAN THOMPSON

Nov 2017 - Apr 2019

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. Liase with the CD to allocate resources, project manage and maintain high design standards.

Senior Designer
POSSIBLE

Dec 2016 - Nov 2017

Design Lead for Microsoft Windows e-commerce site. Concept, design and produce on-site content, online ads and social. Liaise with development and marketing teams. Train and mentor junior designers and freelancers.

Senior Web/ UX Designer
OMNI DIGITAL

June 2016 -Oct 2016

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 to meet deadlines and deliver impactful work.

Senior Web Designer
TORRID / HOT TOPIC

July 2015 -June 2016

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
KELLWOOD

Sept 2012 -June 2015

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.

An experienced design leader, known for being a strategic thinker and developing cross-channel creative solutions that are innovative, with meaningful and measurable impact.

EDUCATION

Diploma of Design
ENMORE DESIGN CENTER, SYDNEY

Certificate IV Web Production
RANDWICK TAFE, SYDNEY

SHORT COURSES
Cert III Business Management, Petersham, Sydney
Cert IV Film & TV Production, North Sydney

KEY SKILLS

Web Design
UX design
User research
User testing / AB testing
Responsive design
HTML/CSS/JavaScript
Wireframing / Prototyping
Typography
Retouching
Video editing
Animation
Accessibility

TOOLS

Adobe CS Suite: Photoshop, InDesign, Illustrator
Sketch
InVision
Figma, XD
Shogun
After Effects
Final Cut Pro
Premiere
Microsoft Office
Jira
Google Optimize, Google Analytics
Contentful
Hotjar / ContentSquare

BRANDS

Z Gallerie
Sur La Table
DirectBuy
One Kings Lane
Microsoft
Vince
Torrid
Hot Topic
Killion
Rebecca Taylor
XOXO
Parker NY
Sam Edelman
David Meister
Westfield Malls
Virgin Mobile
Fiji Tourism
MasterCard
Xbox

INTERESTS

Photography
Film
Roller skating / Roller derby
CrossFit
Weightlifting
Fashion
Music
Bird watching