

# Sara Webb

## DESIGN MANAGER

BRAND STRATEGIST · PROJECT MANAGER

### CONTACT

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### FOLIO URL

sarawebdesign.com

### QUALIFICATIONS

**2013 Certificate in DPS  
Design for iPad and Devices**  
City Desktop, Melbourne

**2012 Adobe CS6 Conference  
2011 Adobe CS5 Intensive  
3-Day Masterclass**  
Adobe Training, Melbourne

**2008 Adobe CS3 Intensive  
3-Day Masterclass**  
Mogo Media, Melbourne

**2005 Certificate Web Design**  
Swinburne University, Melbourne

**2004 Diploma Interior Design**  
Australian Interior Design  
Academy, Sydney

**2001 Bachelor Degree  
Graphic Design**  
AUT, New Zealand

**1997 International  
Baccalaureate Diploma**  
Kristin School, New Zealand  
Highest IB score in NZ in  
that year, within top 1%  
of international results

### PROFILE

With over twenty years in the design industry, my previous roles have included senior designer, in-house design manager for blue-chip corporate firms, brand strategist, and corporate style guide specialist - with an emphasis on complex brand architecture and a lateral approach to all creative projects.

I have extensive experience across multiple platforms (pre-press, digital, online interface, and spatial design/exhibitions). In-house projects have always required close collaboration with strategic level management, and demanded discipline in adhering to brand guidelines and marketing directives.

Working on a wide range of projects, and across a diverse folio of clients, I pride myself on maintaining flexibility, and an ability to adapt across media; creating innovative and competitive design solutions on time and within budget. A large part of my career has involved mentoring younger designers, providing art direction and studio management.

**I have a strong work ethos in which I strive to maintain an upbeat, professional and efficient manner in working together with both clients and suppliers. I believe clear and open communication is absolutely essential to aiding all successful business relationships with a positive momentum.**

### EXPERIENCE AT A GLANCE

- Art Direction
- Design Lead + Mentor
- Project Management
- Coordinating high-volume workflow
- Branding new initiatives
- Rebranding existing identities in line with strategic goals
- Corporate Style Guides
- Annual Reports
- Business Collateral
- Promotional Campaigns
- (Brochures, Posters, Flyers, Direct Mail, Point of Sale)
- Retail Catalogues
- Advertising (Press/Web)
- Packaging + Associated Retail Point of Sale
- Large Format Design
- Trade Shows/Expos, Retail, Billboards, Signage, Vehicle Wraps

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## AGENCY ROLES

Over the years I have developed relationships with a variety of creative agencies in order to expand my network, experience new studio environments, and be involved in a wide range of creative work for top brands. These agency roles included: **Conceptual Design** (logos, corporate branding), **Graphic Design** (promotional posters, brochures, signage, exhibition design, corporate and annual reports), **Prepress Design** (specialising in production)

- **CREATIVE STORE, AUCKLAND**  
December 2013 - March 2014  
Freelance contract design role for range of Auckland advertising and design agencies including **Hot Mustard, Sutton & Young**
- **FONT TALENT, AUCKLAND**  
December 2013 - March 2014
- **ARTISAN CREATIVE RECRUITMENT, MELBOURNE**  
March 2010 - May 2012
- **AQUENT CREATIVE RECRUITMENT, MELBOURNE**  
March 2004 - March 2005

## EMPLOYMENT HISTORY • CURRENT

March 2014 - Current      Senior Graphic Designer  
CONFERENZ LIMITED

**Senior in-house design position for a leading New Zealand conference and events company.** Brand identity and event design for conferences and expos (promotional pieces such as brochures and direct mail pieces, web design and exhibition design).

New events in the marketplace require a full suite of new branding, which is then refreshed/updated in subsequent years. Large-scale events include a wide folio of design, including independent website design through to customised on-the-day exhibition signage, delegate props and spatial media solutions. Most notable events: *Office & PA Show, evWorld NZ, Build Summit (co-located with Designex), NZ Marketing Summit, CIO Summit and more.*

In 2017 *Conferenz* was restructured alongside sister companies, *Brightstar Training* and *Fairmax* - repositioned under new parent brand *The Excellerant Group*. Due to the change in corporate structure, a new identity was required for this parent brand and a rebrand for the group of independent companies.

This rebranding project included a comprehensive corporate style guide, suite of logos and corporate collateral, MS templates for office use and branded promotional collateral.

Two new websites were created, for *Conferenz* and *Brightstar Training*. An external digital marketing company was employed to develop a site map and suggest wireframes for these two websites. My role was to design the front interface within these frames, and provide full art direction and team management to execute the projects.

In addition to core conceptual design work and art direction of new flagship events and websites, this role includes every day studio workflow plus management and mentorship of a second designer.

THE  
Excellerant  
GROUP



## AGENCY SUMMARY

*With strong in-house studio experience, Sara is a capable project manager with the ability to provide and demand excellent results within brief and on time.*

*Sara holds advanced skills in the Adobe Creative Suite, exceptional attention to detail, a solution focus, and thrives on creative challenges.*

*Sara brings a sound knowledge and understanding of prepress and broad multimedia experience to the table, which is accentuated by her immaculate presentation and an upbeat professionalism.*

## EMPLOYMENT HISTORY • PREVIOUS

May 2011 - Dec 2013

1. Brand Designer [Artisan Creative Agency]

2. Senior Conference Designer [In-house]

AUSTRALIAN PSYCHOLOGICAL SOCIETY

### 1. My original role with the APS was under agency contract, responsible for developing and implementing a complex corporate rebrand.

Work on rebrand included variations on brandmark, font selection, stock image library development, project-based colour palette preparation with reference to core pantone swatches, creation of corporate templates for internal office use; maintenance of core brand integrity across all strategic, promotional and business collateral with reference to a defined brand architecture continuum.

**Design and implementation of trademark identities for new initiatives** (secondary brands) with sensitivity to the integral core branding. Specified brand guidelines were required for all new initiatives, plus launch material and associate promotional and business collateral.

**Template design and terms of use for corporate partners** (member groups, colleges) including advertising templates, promotional and informational brochures, formal correspondence, presentations, internal communications.

**Redesign of a bimonthly publication** (newsletter prepared for each of the nine states), including development of a style guide, and creation of a packaged InDesign template (with comprehensive style sheets) created to launch the new design via external Typesetter. Ongoing design direction and artwork proofing across each issue.

### 2. At the close of the rebrand contract I commenced a permanent role with the APS as Senior Conference Designer. Conference development included branding each conference, an extensive promotional folio for each event and exhibition design.

**Design for print:** Premium corporate pieces utilising specialty printing techniques, long informational documents, conference handbooks and advertising prospectuses, strategic reports, promotional collateral (posters, roll-fold brochures, postcards, bookmarks), exhibition booth design, packaging, advertising (inc. luxury magazines through to newsprint), retail product items.

**Design for web:** Advertising (animations), web header banners, rotating slides, e-signatures, online art direction from a branding perspective (inc. image sourcing, colour consultancy).

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## AWARDS OF NOTE

- 2007 Awarded Best Creative Highly Commended Australian Catalogue Awards
- 2007 Awarded Best Young Talent, Highly Commended Australian Catalogue Awards
- 2001 Awarded Scholarship Brave New World, Auckland *Design & Communications Agency*

## FOLIO URL

[sarawebdesign.com](http://sarawebdesign.com)

## LINKEDIN

[linkedin.com/in/sarawebdesign](https://www.linkedin.com/in/sarawebdesign)

## REFERENCES

*Available on request*

## EMPLOYMENT HISTORY • PREVIOUS

**March 2005 - March 2010 Senior Graphic Designer**

**YAMAHA MUSIC AUSTRALIA [YMA]**

**Senior in-house design position for the Australian channel of a global brand.**

My role was responsible for all aspects of corporate and retail design, involving all art direction, studio process management, and coordination of a design team (one permanent, and up to two contractors, as workload required).

YMA has five distinct sub-brands operating under one parent brand. Each division has an independent GM, product and marketing team, so all design work needed to work closely around divisional objectives, while maintaining a strong overarching parent brand.

Projects included brand awareness campaigns, developing corporate style guides suitable for the Australian market, concept and development of all new product branding (logos, packaging and promotions), press and website advertising, retail promotions, point of sale, in-store fit-outs, nationwide marketing catalogues, trade show and exhibition design, billboards and all other outdoor advertising, corporate reports, and more.

This thriving in-house studio required administrative duties for smooth process including the monitoring and improvement of studio procedures, corporate level reporting, project allocation, presentations and training. This role was very hands-on, from initial concept through to print production; included sourcing suppliers, coordinating press-checks and managing distribution.

**March 2001 - ONGOING Principal Designer, Owner**

**SARA WEBB DESIGN**

Throughout my career I have freelanced for a wide range of clients via my own in-house studio. This work has been diverse and afforded me the opportunity to network and expand my folio outside of full-time contract roles.

**Recent clients include:** State Government of Victoria, Department of Human Services, City of Darebin, Community Health Centres and Regional Hospitals (Dianella Community Health, Echuca Regional Health), and a variety of small businesses, restaurants and retail outlets.