

Sarah Harbour Knox

GRAPHIC DESIGN | UX/UI

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With seven years of dedicated experience in graphic design and three years specializing in agile UX/UI, I bring a wealth of knowledge and a passion for visually communicating the essence of companies, institutions, and organizations. My adaptive approach caters to the unique requirements of each project, consistently upholding brand aesthetics with contemporary, intelligent, and sleek design.

My work often takes the form of promotional materials for marketing purposes, presentation decks, and intuitive websites and mobile apps. I enjoy establishing new branding as well as adhering to established design systems, envisioning creative ways to elevate them when possible.

I take the time to understand the core audience and business needs I'm designing for. I have keen design intuition, and have become adept at producing work efficiently with a results-driven vision. My experience with exhibits and web design has especially honed my user psychology mindset. I uphold a high quality bar, creating elegant, simple solutions to multi-faceted problems. I am excited to explore visual design ideas.

EDUCATION

RHODE ISLAND SCHOOL OF DESIGN (RISD)

PROVIDENCE, RI | 2007

Bachelor of Architecture (BArch)
Bachelor of Fine Arts (BFA)

HARVARD UNIVERSITY

CONTINUING EDUCATION

CAMBRIDGE, MA | SUMMER 2008

Theories of Globalization
Sociology

UNIVERSITY OF CALIFORNIA, BERKELEY

CONTINUING EDUCATION

SAN FRANCISCO CAMPUS | WINTER 2014

UX | UI

ACADEMY OF ART UNIVERSITY

CONTINUING EDUCATION

SAN FRANCISCO, CA | 2012, 2013

Typography
Adobe Creative Suite
Intro to HTML & CSS
Materials, Tools, & Comping Techniques
Principles of Graphic Design

SKILLS

Branding & Identity, Advertising & Promotion, User Experience, Agile Design, Presentation Decks, Print, Illustration, Marketing, Education Materials, Environmental Graphics, Exhibit Design

PROGRAMS

- ◆ Adobe Illustrator
- ◆ Adobe Photoshop
- ◆ Adobe InDesign
- ◆ Figma
- ◆ Adobe XD
- ◆ Sketch
- ◆ Wordpress
- ◆ Microsoft Office
- ◆ Asana
- ◆ Trello
- ◆ Zeplin
- ◆ Jira

EXPERIENCE **CONTRACT DESIGNER**

UX/UI | GRAPHIC DESIGNER

REMOTE | MAY 2023 – PRESENT

Since May of 2023 I have been self-employed as a contract graphics and UX/UI designer, designing and building websites. I've primarily been using the platforms Wix and Squarespace to build these sites. I've also created corresponding printed promotional materials for several of these projects.

HOUGHTON MIFFLIN HARCOURT

DESIGN ASSOCIATE | UX/UI DESIGNER

NEW YORK, NY | REMOTE | JUNE 2022–MAY 2023

Houghton Mifflin Harcourt is an education company, providing digital learning for grades K-12. As a UX Designer for HMH, I was involved in designing the digital version for the ESL platform Language Launch. I used Figma to create specs and test for functionality, responded to user feedback, responded to the work of the development team with edits, and created final interfaces. I also designed unit opener pages and bottom navigation, ensuring a consistent experience throughout all aspects of the platform and brand. As a Design Associate I also edited drawings and diagrams in Illustrator, and made corrections to character art in Photoshop. Color accessibility and clarity were essential to these designs.

OPEN EXCHANGE, INC.

UX/UI DESIGNER

NEW YORK, NY | REMOTE | MARCH 2021–APRIL 2022

Open Exchange is a successful web conferencing platform for financial communications. They host remote conferences, involving many corporations of the financial services and professional investment industry, as well as public and private companies. I was brought on to help visually brand the front end of OE's latest conferencing platform. This involved designing with visual accessibility in mind, and creating a highly flexible template, easily customizable for any corporate branding. I used Adobe XD and Illustrator to develop these agile templates.

CHABOT SPACE & SCIENCE CENTER

GRAPHIC DESIGNER

OAKLAND, CA | OCTOBER 2017–MARCH 2020

As Chabot's only graphic designer, I lead a Center-wide rebrand. This included refreshing Chabot's logo, creating a new tagline, and redesigning the Center's website. I also created Center maps, interior wayfinding banners, general marketing collateral, and new, permanent exterior wayfinding signage with the branding I'd established. I created digital and print assets for Chabot's many events, such as postcards, social media posts, ads, museum interior signage, maintained Chabot's website with updated graphics, and created the materials for Chabot's annual fundraising gala. A large part of my time at Chabot was also spent designing for permanent and seasonal exhibits, which included infographics and interactive signage, and choosing exhibit color palettes.

WOODS BAGOT

GRAPHIC DESIGNER, SAN FRANCISCO STUDIO

SAN FRANCISCO, CA | JANUARY 2016–JUNE 2017

As the San Francisco graphic designer for Woods Bagot, an international architecture firm, I was responsible for designing architectural bid proposals, including high-profile Silicon Valley clients. I created a range of marketing materials, such as presentations and ads, ensuring that all collateral were executed within brand guidelines and standards. I also created custom icons, infographics, and graphic wayfinding for Google's headquarters. In addition, I was involved in the rebranding of the firm's visual identity, and communicated standardization to the global marketing design team.

**CONTRACT
EXPERIENCE
2013-2016**

VAYNER MEDIA

GRAPHIC DESIGNER, SAN FRANCISCO STUDIO

SAN FRANCISCO, CA

Vayner is a national advertising agency with a focus on social media. While working for Vayner I edited photos for social media in Photoshop, created gifs in Photoshop, created type lockups, and created infographics in Illustrator. Some of the clients whose projects I worked on include Starbucks, Sonic, and Dear North.

KRAIDO

GRAPHIC DESIGNER

SAN FRANCISCO, CA

Kraido specializes in environmental graphics and branding. While at Kraido I created Photoshop renderings for their East Coast client Alltown, and edited the renderings of junior staff. I updated detail construction documents for Wells Fargo in Illustrator and AutoCAD. I also designed a door decal for Wells Fargo, which was used at ATM locations throughout the country.

MYPOINTS

GRAPHIC DESIGNER

SAN FRANCISCO, CA

MyPoints provides a service in which you earn points redeemable for merchandise by visiting sites, signing up for offers, taking surveys, and referring friends. While at MyPoints I created a new onboarding email experience for users, and created gift card email templates.

THE FOUNDATION FOR SUSTAINABLE DEVELOPMENT

VOLUNTEER GRAPHIC DESIGNER

SAN FRANCISCO, CA

FSD helps to create lasting change through asset-based projects in Africa, Asia, and Latin America. I volunteered as a graphic designer for FSD, which entailed updating FSD's website by creating new rotars and page banners, and creating other promotional materials to encourage sponsorship.

MINTED

GRAPHIC DESIGNER

OAKLAND, CA

Minted is a successful online stationary company. My primary involvement as a seasonal contract designer was in the design editing process, using Photoshop and Illustrator. I used masks to touch up photos submitted by clients, and worked with type to create greeting cards.

SOFTWARE GARDEN

GRAPHIC DESIGNER

NEWTON, MA | 2011

I assisted in creating interactive architecture symbols for NoteTaker HD, a successful note taking app for tablet. The app is used by contractors, architects, and home owners. I used Illustrator to create architecture symbols, and wrote descriptions of how these tools are used for the Software Garden team to implement.

SUMMARY

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| ◆ Diverse Design Background | ◆ Objective |
| ◆ Collaborative | ◆ Organized |
| ◆ Highly Iterative | |

REFERENCES

Available upon request.