
Sarah Porter is a multidisciplinary visual designer & graphic artist based in Pittsburgh, PA.

CONTACT

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SKILLS

Visual Design
Identity & Brand Design
Brand Strategy
UI/UX Design
User Research
Animation & Motion Graphics
Illustration
Typography
Project Management
Print Production
Advertising
Digital Marketing

SOFTWARE & TOOLS

Adobe Creative Suite
Illustrator
InDesign
Photoshop
After Effects
HTML/CSS
Figma
Sketch
InVision
DSLR Photography
Procreate
Blender
Cinema 4D

INTERESTS & HOBBIES

Fine arts
Photography
Ceramics
Stained glass
Astronomy
Physics
Biking
Rollerblading
Video games

EXPERIENCE

Graphic Designer, Drift

March–September 2023 | Boston, MA / Remote

- Owned and led design for top-tier marketing projects and initiatives, including multi-channel campaigns, product launches, print and digital content, branding and production for events, and more
- Reimagined Drift's product visualization strategy, driving traffic and engagement on the Drift website and social media channels
- Spearheaded the company's first brand awareness / out-of-home advertising effort

Associate Graphic Designer, Drift

July 2021–March 2023 | Boston, MA / Remote

- Conceptualized and executed a full-scale rebrand and website redesign as an in-house team of three designers
- Revamped Drift's social media feeds by directing compelling social campaigns promoting product updates, customer success stories, and thought leadership
- Accelerated productivity and encouraged consistency across the creative team by developing scalable design and organizational systems

Graphic Design Co-op, Drift

July 2020–July 2021 | Boston, MA / Remote

- Partnered cross-functionally with developers, video producers, social media managers, and event marketers to deploy engaging content across the channels of print, web, and digital media
- Augmented Drift's internal DEI efforts by designing a modular suite of ERG (Employee Resource Group) logos and branding elements for each group

Project Lead, Scout Studio

January–June 2020 | Boston, MA

- Led and empowered a team of six student designers and developers in the creation of a brand identity for a modern apparel company and the design and development of its accompanying e-commerce website
- Established project scope, deliverables, and timeline in order to ensure success
- Directed critiques and delivered essential creative direction and feedback with the completion of each design sprint

Graphic Design Co-op, Sametz Blackstone Associates

July–December 2019 | Boston, MA

- Constructed and evolved timeless visual identities for key clients such as Harvard College, Northeastern University, Lyric Opera of Chicago, and Emmanuel Music
- Supported clients' advertising and outreach efforts by creating beautiful and resonant print and digital creative materials

EDUCATION

Northeastern University College of Arts, Media, and Design

Boston, MA

Bachelor of Fine Arts in Graphic and Information Design

Minor in Art History | Summa Cum Laude