

Sarah Porter is a brand and editorial designer.

CONTACT

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SKILLS

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

SOFTWARE & TOOLS

Adobe Creative Suite
Illustrator
InDesign
Photoshop
After Effects
HTML/CSS
Figma
Sketch
InVision
Wordpress
Procreate
Mailchimp
Blender

AWARDS

Society of News Design
Award of Excellence
April 2025

INTERESTS & HOBBIES

Ceramics
Rock climbing
Hiking
Fine arts
Crochet
Stained glass
Astronomy

EXPERIENCE

Brand Designer, The 19th News

February 2024–Present

- Design engaging visual content and brand systems for events, newsletters, membership campaigns, and other initiatives across the entire organization
- Create bespoke, resonant editorial visuals that elevate the presentation of The 19th's journalism across digital channels
- Collaborate with the newsroom and audience teams to enhance the The 19th's visual presence on social media through the genesis, development, and maintenance of template and asset libraries for social-first content, including video
- Steward The 19th's brand, ensuring consistency across all print and digital applications
- Provide art direction to external creative partners, including illustrators and motion graphics artists, for projects necessitating custom art

Graphic Designer, Drift

March–September 2023

- Owned and led creative for top-tier marketing projects and initiatives, including multi-channel campaigns, product launches, print and digital content, branding and production for events, and more
- Re-imagined 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

- 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–June 2021

- 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

Graphic Design Co-op, Sametz Blackstone Associates

July–December 2019

- 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 designing beautiful and resonant print and digital creative materials

EDUCATION

Northeastern University College of Arts, Media, and Design

Bachelor of Fine Arts in Graphic and Information Design

Minor in Art History | Summa Cum Laude