

Sarah Beth Wiley

Conceptual Art Director & Designer

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A skilled, creative, and action-oriented Graphic Designer with a flair for ideating exemplary client-compliant conceptual designs. Capable of managing large-scale projects from inception to execution. Proficient at producing strategic, relevant, and budget friendly prototypes for mass consumption. Utilizes prolific interpersonal talents to establish solid relationships with a broad client base. Collaborates with consumers to visualize, conceive, and deliver designs in deadline-driven environments. A dynamic team player with exceptional written/verbal communication abilities. Builds, motivates, and steers design/production teams with consummate finesse.

Art Direction • Design • Production/Branding • Media/Sales Kit Content Development and Design • Communication Designs • Print Collateral • Press Checks • Web User Interface Designs • Website Maintenance • RFP Pitches • Videography & Photography • Video Editing • Infographics • Illustration • Packaging • Organization & Time Management • Analytical Problem-Solving • Innovation and Resourcing Expert

SIGNIFICANT RECOGNITION

HOW Magazine • Design and Merit Awards	Vice Magazine • Best CD Design	Boston Globe • Article in Art Section	Best of New England • Multiple awards for Design
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FREELANCE PROJECTS

Roku (current, contract, remote)

Designed new content for multi-collateral international marketing sales kits relevant to Roku's partners (StarzPlay, DirecTV, Apple, and McDonald's). Each sales kit featuring print, digital and social assets to deliver their message. Developed style guide based on designs.

Insite Design, Walnut Creek (Oct 2019-Mar 2020) (contract)

2020 NBA All-Star Game (event signage), GAF Energy (office wall graphics, icon illustration.)

SBWS Design, Oxford, MS (owner)

Clients: The Oxford Clothing Co, United Way, EndoWhat?, Macmillan Publishers, Lumina Music Education, Flavor Mavens Spices, Wilson Law. Various projects developed including websites, clothing, brochures, DVD media kit, print and online publishing assets, packaging labels, branding assets including everything from key fobs to outdoor billboards.

PROFESSIONAL EXPERIENCE

Creative Director PMQ Media Company, Pizza TV, U.S. Pizza Team, Oxford, MS (Oct 2015–jun 2019)

- Revitalized the trade magazine and video company. Worked with publishers to develop PizzaTV's brand.
- Responsible for art direction, design, production/branding team management, videography, video editing, and user interface design
- Created TV set designs, tradeshow, photography, communication designs, media kit content development/design, on-camera recipe videos, event coverage, launched and ran a PizzaTV Roku channel.

Consultant/Creative Director University of Mississippi (New Media Lab), Oxford, MS (Apr 2013–Feb 2015)

- Created branding strategies for the start-up program meant to help final-year journalism students.
- Responsible for art direction, design, production/branding, web infographics, team management of 3 designers and writers, magazine design and monthly production, web user interface design working with programers, and developed intern program.
- Designed the sales kits and client ads for Experience Oxford Magazine and hottytoddy.com.

Senior Designer The Boston Group agency, Boston, MA (Feb 2006–Dec 2012)

- Served as an integral designer within the creative department. Worked with the Creative Director, writers, and clients to develop, organize and manage multi-tiered projects from concept to delivery.
- Responsible for art direction, design, production/branding, print collateral, press checks, web user interface design, RFP pitches, client presentations, and traffic system development.
- Clients: Raytheon, Hawker Beechcraft, Silverlink, Healthcare Source, Spotfire, AspenTech, Jane Goodall, Nuance, NFL presents Know Your Stats.

Creative Director Wiley Design Studio, Boston, MA (May 2003–Feb 2006)

- Procured/managed clients and expedited new business development for a thriving design studio.
- Responsible for art direction, design, production/branding, print collateral, art & interior design, photography press checks, web UI design, website maintenance, CD Design, and art gallery shows.
- Clients: Wang Center of Boston, City of Somerville, Boston Film Festival, Brandeis University, Hawk Landscape Design, Children's Courtyard, Citizen Schools, Bellini Furniture, Human Rights Campaign, and several Boston-area musicians.

Graphic Designer Various award winning agencies, greater Boston area, MA (Sep 1998–May 2003)

- Collaborated with design studios and advertising agencies throughout Boston to create concepts and pitches.
- Responsible for developing unique concepts for logos and ad campaigns, mock ups, presentations, design, production/branding, print collateral, user interface, photography, illustration, web design, packaging
- Agencies: Arnold Worldwide, Selbert Perkins, Phillips Design Group, Disanto Design, Tank Design, Ciavarra Design, Phillip Johnson Associates
- Clients: LL Bean, PE Biosystems, Portico, Furniture.com, Gillette, Alcatel, Fidelity Investments, Stride Rite, Pell Rudman Financial, American Heart Association, GoRed For Women, Longview, William Gallagher Associates.

EDUCATION

BFA: Visual Design University of Massachusetts, Dartmouth (1991-1995) / Summa Cum Laude / Faculty included R.I.S.D. partnerships