

sarah teichert creative

585.298.8855 | 25 Hedgewood Road, Howell, New Jersey 07731 | smorehouse@gmail.com

EXPERIENCE

2015 - present **VP, Art Group Supervisor**

H4B Catapult, Hamilton, NJ

- Art lead on two global launches (oncology and autoimmune disease), supervising a team of 4-5 art directors
- Responsible for the creation and evolution of both the brand identities, and global and US launch campaigns involving multi-agency collaboration as well as diplomatic negotiation with both US and global clients
- Lead strategic role in selling in new business as well as tactical/brand planning exercises with the client
- Consistently developed winning creative for both consumer and professional RFPs

2013 - 2015 **Art Supervisor**

Cline, Davis & Mann, Princeton, NJ

- Developed and managed award-winning creative for multiple international brands with a focus on digital solutions
- Directed complex photo and video shoots including selecting talent, photographers and illustrators, and overseeing the post-production
- Supervised up to 3 art directors, and worked as an essential team member on two launches
- Participated creatively in numerous pitches and concepting exercises

2010 - 2013 **Senior Art Director**

Cline, Davis & Mann, Princeton, NJ

- Designed strategic print and digital creative for a brand portfolio, developing unique identities for each brand, while maintaining consistency across the family of brands
- Worked as the single AD for the launch of a global contraceptive brand, developing creative from concept through shoot to final art, designed global brand guidelines, created a complex visual library of resources including illustration and photography to be used by partner agencies across the globe
- Supervised freelance designers on an as-needed basis
- Spearheaded internal initiatives such as SpeakEasy, a public speaking course in the style of Toastmasters; and the Culture Book, a self-promotional piece for CDMP

2007 - 2010 **Art Director**

Mirror Show Management, Rochester, NY

- Partnered cross-functionally to plan, design and manage 2D, 3D and interactive design and production, requiring coordination with multiple suppliers and partner teams across the US and internationally
- View this work as well as freelance and other non-pharma portfolio at www.smorehouse.com

2004 - 2007 **Senior Graphic Designer**

Mirror Show Management, Rochester, NY

- Translated business requirements into effective graphic messaging and branding for corporate spaces across a broad range of applications, including tradeshow environments, brand "experience centers", show rooms, and mobile pop-up environments

2003 - 2004 **Senior Graphic Designer**

Editoriale MODO, Milan, Italy

- Developed thematic cover design and pagination as the sole designer for an international design magazine, while updating the company website with release of each issue

2001- 2003 **Graphic Designer**

Rotalse SRL, Milan, Italy

- Designed lines of tourist products including calendars, postcards, agendas, catalogs and fashion book layouts

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EDUCATION

- 2003 **Master's Degree, Visual Design** (High Honors)
Scuola Politecnica di Design, Milan, Italy
- 1999 **Bachelor's Degree, Fine Arts** (Summa Cum Laude)
University of Buffalo, New York

SKILLS

- Platforms** Windows / Mac
- Programs** Adobe Creative Suite (proficiency in the Design Standard collection), 3D Studio Max, Sketch
- Professional** Creative direction and management, concept development, branding and identity design, digital channel marketing, interactive design and production, environmental design, 3D design, creative content strategy, social engagement, new technology application

RECOGNITION

- 2014 **The NJ Advertising Club: Gold Award**
Synagis® Cradle with Care Welcome Kit
- 2013 **MM&M: Gold Award for best Multi Channel Marketing**
Synagis® Cradle with Care
- 2010 **Design Distinction Award in I.D. Magazine's Annual Design Review**
Kodak's Interactive Exhibit ("Pipeline of Information") at PRINT09

REFERENCES

I had the pleasure of working with Sarah recently on some pharmaceutical marketing objectives. Sarah possesses a keen ability to track the many details through the process; she makes substantial and important suggestions; she maintains a consistent attention to workflow throughout the day - all resulting in great marketing images. Her bright outlook also makes her a fun person to have on set.

Paul Pugliese, Owner / Paul Pugliese Photography

Sarah is the ideal Creative partner. She is clear and concise in her ideas. She knows what works, what doesn't. She also has the ability to see new opportunities as they arise. All the while maintaining a pleasant, fun AND professional demeanor.

Donna Belej, Partner / Producer at Allswell Productions

Sarah is great at combining a US and European perspective to her creative ideas, something that allows her concepts to work well on a global scale. And then great attention to detail with the implementation to make sure the quality was there to back up the claims. A pleasure to work with.

Robert Campbell, Vice President / UNIPLAN

Sarah's attention to detail is matched by her clear direction through the entire creative process. Her experience and engaging personality motivates any design team, while remaining focused on the project objectives and deadlines. Sarah has been a true pleasure to know and work with over the years, and I would highly recommend her under any circumstances.

David Linderman, Design Partner / Core Design Group