



SARAH MOREHOUSE

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Experience

2004 - present

Freelance Designer

SM Design, Brick, NJ

- Art direction, graphic and 3D design.
- Specialties: Logo design, brand identity programs, event and exhibit design.

2004 - 2010

Art Director/Senior Designer

Mirror Show Management, Rochester, NY

- Strategize, direct and implement revenue-generating design projects from conception to launch.
- Partner cross-functionally to plan, design and implement 2D, 3D and interactive design and production.
- Graphic messaging and branding for corporate spaces across a broad range of applications.

2003 - 2004

Senior Graphic Designer

Editoriale MODO, Milan, Italy

- Thematic cover design and pagination for international design magazine.
- Coordination of project requirements with photographers, agencies and advertisers.
- Update of company website with release of each issue.

2001 - 2003

Graphic Designer

Rotalsee SRL, Milan, Italy

- Created and assisted in sale of North American line of tourist products to new markets in US and Canada.
- Designed French and Italian lines of tourist products: calendars, postcards, agendas and related products.

1999 - 2001

Senior Production Designer

Die Graphics, Rochester, NY

- Prepared files for flexographic printing production.
- Gained expert-level proficiency in standard design programs.
- Trained new designers and interacted with clients.

Clients

Carestream Health
Kodak
Exxon Mobil
Green Law Group
Johnson & Johnson
Limited Brands
Mars
PepsiCo
Rochester Youth Outreach
State Farm
Tropical Forest Group
Widewaters
Wilmorite
X-Rite
YWCA

Absolut
Avon
Danese
Penguin Italy

Bush Furniture
Proctor & Gamble
ShopVac

Programs



Adobe



AutoCAD



Autodesk 3ds Max

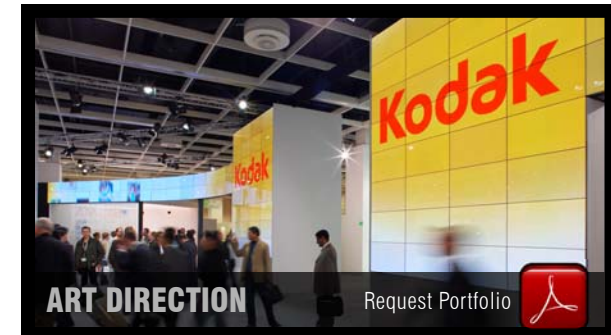


Quark



Google SketchUp

Platforms



"Sarah, thank you so much for joining me in the TS2 presentation. Your contribution to the preparation and presentation was enormous and added great value to the overall impact. You were a credible resource and had excellent ideas that both the attendees and I certainly appreciated."

Judy Volker, Marketing Communications Manager, X-Rite

"A true visionary ... she takes a client's business objectives and turns them into a sensory experience. From product displays to signage to furniture, Sarah goes the extra mile to ensure each element works in concert to achieve the client's goals and provide a superior experience to attendees at the event/show. Additionally, she is great to work with on a team - she both contributes her own unique ideas and supports others' contributions."

Katharine McMahon, Public Relations Manager, Mirror Show Management

"She turns my non-communicated ideas into reality. Her ideas and creative always fit perfectly. She is able to turn the work around in lightning speed without sacrificing any creativity in the process."

Randall Sparrazza, Director of Trade Shows & Marketing, Entertainment Imaging - Eastman Kodak