

# Sarah Hibner

## Art Director & Web Developer

at TMBPartners Marketing, Communications & Design

Sarah-Hibner.com

info@Sarah-Hibner.com

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As a multi-disciplinary designer, I develop and cultivate multimedia brand ecosystems by bridging strategic thinking and visual communication. In the past 8 years I've helped more than 35 brands grow into their potential.

## Education

### Bachelor of Science in Visual Communication

The Design School at Arizona State University *in Tempe, AZ*  
August 2007 – May 2011

## Experience

- TMBPartners Marketing, Communications & Design *in Scottsdale, AZ*
  - Junior Partner** | November 2016 – Present  
Collaborate with company founder to identify and develop business opportunities for company growth – I've played an instrumental role in identifying and developing 3 opportunities for growth so far. Provide office management support during Michigan business expansion.
  - Art Director** | September 2015 – Present  
Collaborate with team to transform marketing initiatives into cohesive, holistic campaigns that help grow client brands. Create, manage or contribute to 20+ website projects, 10+ print design projects, 8+ digital design projects, 9+ video production projects, 5+ motion graphics projects, and 10+ campaign strategy projects by integrating content strategy, branding, concept development, graphic design, web design, front-end web development, copy-writing & team management.
  - Senior Designer** | September 2013 – September 2015  
Created, managed or contributed to 9+ web projects, 9+ print design projects, 1 motion graphics project, 5+ digital design projects & 1 campaign strategy project by integrating content strategy, branding, graphic design, web design, front-end web development, copy-writing & team management.
- The Design School at Arizona State University *in Tempe, AZ*
  - Adjunct Professor** | August 2015 – December 2016  
Hands-on instruction in a studio environment for Graphic Design Principles (GRA 121) class during 2 Fall semesters, with a class size of around 20 college students at varying levels of design proficiency.

## Skills

- Branding
- Campaign strategy
- Content strategy
- Adobe CC Creative Suite
  - Photoshop
  - InDesign
  - Illustrator
  - XD
  - AfterEffects
- Front-end web development
  - HTML
  - CSS (vanilla, SASS)
  - Some PHP
  - Some Wordpress
  - Bootstrap
- Video production
- Photography
- Copy-writing
- Bilingual (Spanish)

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## Experience Contd.

- Mesa Imports Inc. – Acura of Tempe, Volvo of Tempe, Subaru Superstore, SanTan Honda, & Hyundai of Tempe *in Phoenix, AZ and surrounding areas*  
**Graphic Designer** | *September 2012 – September 2013*  
Designed digital and print materials for monthly marketing campaigns, including coupons, email marketing materials, posters & environmental graphics. Redesigned and maintained portions of dealer websites.
- Buffalo Exchange *in Tempe, AZ*  
**Company Buyer** | *June 2011 – June 2012*  
Was chosen to go on company's yearly buy trip to select new merchandise to be sold at stores nationwide. Also responsible for selecting used merchandise for reselling, providing customer service & analyzing local store data to improve profits.
- Sandra Day O'Connor College of Law at Arizona State University *in Tempe, AZ*  
**Student Graphic Designer** | *September 2009 – May 2011*  
Designed promotional and marketing print materials for internal and external events and programs at the College of Law including fliers, event invitations, event programs & postcards.
- Las OTRAS Hermanas *in Phoenix, AZ*  
**Web Design Intern** | *January 2010 – July 2010*  
Designed website, social media graphics, email invites & fliers for a non-profit organization dedicated to empowering women in third-world countries. Also designed marketing materials for the organization's Fair Trade Boutique retail space.

## Interests

- Systems design
- Marketing psychology
- Holistic principles
- Philosophy of advertising
- Science fiction
- Media analysis
- Media preservation
- Futurology
- Music performance

## Recognition

- Photo featured in *VSCO Collection Update* on VSCO home page *in June 2016*
- Summit Creative Award for Fluence Product Launch Campaign *in 2014*
- Photography featured in *The Unexposed* magazine, issue 6 *in October 2012*
- 12x30 community art project exhibitor *in January 2011*
- National Hispanic Finalist scholarship recipient *from August 2007 – May 2011*