

ERIN SAURO

Communicating through Branding + Environmental Design

CAREER GOALS

To use my unique background in branding and environmental design to create compelling concepts that tell a story; matching the energy and creativity that I have to offer.

EXPERIENCE

Leibowitz Branding and Design

Art Director | June 2015 – Present

Senior Designer | November 2013 – June 2015

Creates thoughtful designs through a process of research and sketching. Carries a brand from concept through final production to ensure design consistency in communications. Imagines concepts to achieve dynamic print pieces ranging from collateral to multi-paged brochures. Conceptually develops television ads, web graphics, branded environments and print pieces while overseeing design and production for all Time Warner Cable projects. Oversees a junior designer on Annual Report production. Works with Project Managers to determine project timelines and staffing to fulfill client needs. Collaborates closely with Design Director to determine color palettes, fonts and design direction that meets the creative brief. Adheres to and develops brand guidelines to maintain consistency across all brand materials for multiple clients.

Studio D at Visual Graphic Systems

Senior Designer | June 2011 – November 2013

Junior Designer | June 2008 – June 2011

Developed complete branding systems for the food service, architectural, hospitality and retail industries. Design work included donor signage, wayfinding, branded environments, retail displays, logo generation, menu boards and marketing materials. Other projects included copy writing for creative ad pitches and production drawings. Worked directly with production department during color testing and manufacturing.

Yellow Umbrella Creative

Freelance Designer | June 2008 – Present

Designs custom invitations and announcements. Communicates with clients to create a unique image for their event and implement through other paper goods such as menus, place cards and programs. Corresponds with specialized vendors to achieve the right printed look.

Flight 001

Design Intern | Summer 2006

Created graphic layouts and illustrations to be incorporated on travel products and packaging. Followed brand standards to create company marketing.

EDUCATION

Syracuse University

Spring 2008

*College of Visual and Performing Arts
School of Art and Design*
B.F.A. | Communications Design
Minor | Art History + Painting
Dean's List

Florence Study Abroad

Summer 2007

TOOLS

Illustrator
InDesign
Photoshop
CADtools
PowerPoint
Word

SKILLS

Branding, idea generation, three-dimensional thinking, direction + organization all with an optimistic outlook.

LET'S CHAT ErinSauro@gmail.com | 908.770.6089

CHECK IT OUT YellowUmbrellaCreative.com