SARAH KEENE

CREATIVE DIRECTION | DIGITAL DESIGN | UX
www.design.sarahkeene.com

+1 323-378-8789
sarah.keene@gmail.com

EXPERIENCE

Creative Director
CSC GENERATION

April 2019 - present

Provide Creative Direction, lead and inspire a team of designers across a portfolio of retail e-commerce brands including Z Gallerie, Sur La Table and DirectBuy. Oversee creative campaigns and strategy development for the marketing team to help inform cross-channel execution across web, social, email, in-store and print. Evolve internal creative processes, allocate resources to project needs. Recruit, train and mentor designers.

Art Director
WUNDERMAN THOMPSON

Dec 2016 - Apr 2019

Art direct and manage a team of six designers across three Microsoft E-Commerce properties. Prepare and present work to clients. Attend on-campus site launches and ensure smooth execution of marketing campaigns. Recruit, mentor and motivate designers, lead weekly meetings. Liase with the CD to allocate resources, project manage and maintain high design standards.

Senior Web/ UX Designer
OMNI DIGITAL

June 2016 -Oct 2016

Design fashion and lifestyle e-commerce websites across the agency portfolio. Create wireframes and user-centered design, from concept to production. Liaise with developers, copywriters and marketing team to meet deadlines and deliver impactful work.

Senior Web Designer
TORRID / HOT TOPIC

July 2015 -June 2016

Design lead for Torrid. Daily website and email marketing production for the e-commerce team. Design for projects including fashion campaigns, lookbooks and social media campaigns. Implemented new digital image standards and best practices for web and email, increasing conversion.

Senior Web Designer
KELLWOOD

Sept 2012 -June 2015

Lead Designer and 2IC of e-commerce Design Team. Design and code on-site and email marketing campaigns across brands including Rebecca Taylor, Parker NY, Sam Edelman and XOXO. Mentor juniors and freelancers.

EDUCATION + SKILLS

DIPLOMA OF DESIGN
Enmore Design Centre, Sydney
Australian transplant + Greencard enabled!

UX DESIGN CERTIFICATE
Google

TOOLS

Sketch, Figma, XD, InVision
Adobe CS Suite
CMS Platforms, Wordpress, Webflow, Shogun
After Effects, Adobe Premiere, Final Cut
Microsoft 365
Basecamp, Jira, Trello
Google Analytics, Optimize, ContentSquare

SKILLS

Creative Direction, Leadership
Responsive Web Design
HTML/CSS/JavaScript
UI/UX,
Wireframing / Prototyping
User research / AB testing
Typography, Retouching, Video editing
Accessibility