

# Sarah Smiga Design, LLC Insured Independent Contract Designer

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Sarah Smiga is an award winning creative who specializes in marketing, packaging and advertising design. She has over 15 years of professional experience at top-tier advertising agencies, Fortune500 companies, and small businesses. Her goal is to create idea driven designs to build better brands. Sarah has the ability to conceptualize a project, see it through start to finish, or jump into a project mid-way and design a solution. She is a whiz at following and implimenting brand standards.

**Services:** Conceptual ideation, Branded content, Packaging design, Design processes, Digital advertising, Designs for French and Spanish speaking markets.

## Clients

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### Philips Avent

### Philips Sonicare

### Philips Beauty

### Philips Norelco

### Philips Healthcare

### LEGO

### Decker Creative Marketing

### Stanley Black and Decker

### Maclaren

### Dejá Views Stationary

### TouchMedia

### PepsiCo International

### Philips

Package design, information design, digital advertising, guideline development, point of sale, in-store display design, document design, and print advertising design.

### LEGO

LEGO brand retail in-store marketing graphics, window and display art, 3rd party vendor art, design support for the Shopper Marketing Agency within LEGO.

### Decker Creative Marketing

Advertising design, insurance and information design, icon creation, implemented and created designs for Connecticare rebrand.

### Stanley Black and Decker

Implemented 2016 design updates for Innerspace, Vidmar, Lista and Stanley Black & Decker branded catalogues and marketing materials.

### Maclaren

Logo design, catalogue design, package design, uniform design, advertising design, information design, fabric and pattern design, web design, and sell sheets.

**Notable Works:** Maclaren Yellow Submarine Baby Buggy

- Liner pattern design.

### Dejá Views Stationery

Conceptualized, designed scrapbook materials, stationery design, product design, pattern design, and package design.

### TouchMedia: touchmedia.cn

Designed logo, worked to create a consistent visual identity to attract and secure existing clients and develop interest amongst general public and investors.

### Graphic Designer - PepsiCo International

PepsiCo World Cup in-store/point of purchase designs for Chinese market. Developed key visuals to introduce a new product to the public for Chinese market.

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## **STAFF**

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### **Senior Graphic Designer : Big Mouth Toys 2016**

Supported Art Director, Product Designer and the Owner (head product creative). Created graphics for web, print and product design.

### **Package and Graphic Designer : Conair Corporation Personal Care Creative Department 2010 - 2014**

Provided design services for the marketing and sales teams of Conair Corporation.

**Clients:** TravelSmart, Conair International Products, Weight Watchers, Conair Home/Pollonex, Interplak, LectronicSmart,

**Private Label Products:** Bed, Bath and Beyond, Sephora, Ulta, Macy's, Dollar General, and Nexus.

**Notable Works:** 2012/2013 Health Care Catalogue, Style 360 by Conair Event Graphics and Displays, Conair Corporation Trade Show Booth Artwork for the Chicago Housewares Show, Travel Smart Trade Show Booth Artwork for Las Vegas Travel Show, Package designs that are displayed in stores across the USA, Mexico, and South America.

### **Graphic Designer : BBDO Worldwide New York City 2003 - 2005**

Supported Art Directors and Creative Directors with design and art direction. Created art for pitch presentations, print, TV, web, and storyboard layout.

**Clients:** PepsiCo, Lays, General Electric, Mars, Gillette, FedEx, Cingular Wireless, Etrade, Visa, AIG, Pizza Hut, Long John Silver, Daimler Chrysler, GlaxoSmithKline, Oral B, Rembrandt.

**Award:** GDUSA Hispanic (Packaging) Design Awards 2013.

### **Education : Pratt Institute, NYC**

Bachelor of Fine Arts in Communication Design Graduated Presidents List, Pratt Presidential Merit Scholarship, Participated in the 2003 Juried Pratt Show