



SARAH BERLINSKY

GRAPHIC ARTIST

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sarahberlinsky.com



PROFILE

I am a graphic, visual and illustrative designer from Austin, TX. I have found a great sense of joy and purpose learning, not just how to create and design, but how to do it cohesively with others. I believe my strengths reside in user interface, experience, branding and marketing. Seeking creative, collaborative and challenging environment that drives and holds me to produce at a high standard.

SKILLS

Adobe Illustrator - 9 yrs
Adobe Photoshop - 12 yrs
Adobe InDesign - 12 yrs
Adobe After Effects - 4 yrs
Adobe Creative Suite - 6 yrs
Adobe XD - 4 yrs
Figma - 3 yrs
HTML/CSS/Javascript - 4 yrs
CRM - 3 yrs
see more

REFERENCES

HOLLY THOMPSON

Creative Manager, Marketing | Imprivata
holly.thompson@imprivata.com / 443.413.2544

JENNA BURROW

Senior Director, Creative & Production | NPMG
jennaburrow@gmail.com / 512.686.1808

CASSIE BRANUM AICP, LEED AP

Associate Principal | Perkins + Will
cassie.branum@perkinswill.com / 404. 443.7483

EDUCATION

BAYLOR UNIVERSITY

Waco, TX | 2013 - 2018

EXPERIENCE

Graphic Design Specialist

Imprivata - Boston, MA | September 2022 to Present

Large role in brand re-fresh in 2023 - created new templates and assets (with new colors, fonts, illustration etc.) with design and web team.

After SecureLink's acquisition in 2022, I transitioned to Imprivata's creative team as a Design Specialist. In this role I tackled many rebranding projects and processes for SecureLink -> Imprivata assets as well as updating the look and function for multiple Imprivata web products (i.e. DIF model).

These certain projects took place while also keeping up with day to day assets including:

Brochures | eBooks | Powerpoint | Guides | Motion Graphics | Ads | Checklists | Social Media campaigns | Video | Instructive diagrams | Web Campaigns & redesign

Production Graphic Designer

SecureLink - Austin, TX | February 2021 to Present

Primary graphic designer for all SecureLink digital and print assets; long and short form. Assets included:

Brochures | eBooks | Powerpoint | Guides | Motion Graphics | Ads | Checklists | Social Media campaigns | Video | Instructive diagrams | Web Campaigns & redesign

During time I also took part of a complete company redesign. I co-led a rebranding campaign to renew SecureLink's look as well as branding new products and placing new vision for the company including:

New logo | New colors | New web design | New branding guidelines | New slide deck | Updated social media campaign | Asset rebranding project | New messaging and more

Graphic Designer, Production Artist & Marketing Manager

New Point Media Group - Austin, TX | August 2018 to February 2020

Created fresh branding and design elements i.e. magazine fillers, flyers, web elements. Built and organized libraries (through Adobe Suite) of branding elements multiple designers from different franchisees' can pull from. Developed Media Kits and marketing campaigns. Analyzed and relaunched marketing (targeting and traffic) campaigns through Facebook Business Manager, Google Ads and banner ads. Managed Website for NHG by updating basic UI/UX to accompany business growth/changes. Managed social accounts for both NHG and TREB.

Before marketing position was Production Designer for several print and digital magazine publications, all associating with Real Estate marketing. Publications included Homes & Land, Estates and Homes and Coastal homes, all affiliated under NP MG. This eventually lead to working on a re-branding campaign for Homes & Land that included developing new brand standards and testing developing design software.

Graphic Design Intern

PERKINS+WILL - Atlanta, GA | May 2017 to August 2017

Main objective of study was to learn as well as contribute to a branding process for a new district/development that would be erected in my hometown Orlando, FL, The Packing District. I worked with an already developed brand and pushed it forward to create potential mural ideas that are to be used as artwork for the industrial buildings in this park. Briefly worked with the branding branch of the company on developing a logo / brand for Gwinnett county in Georgia.

see more

