

# SARAH MUSCARELLA

**ART DIRECTOR  
& SENIOR GRAPHIC  
DESIGNER IN BOSTON**

18 WHITNEY ST, WATERTOWN, MA 02472

814.404.4821

SARAHMUSCARELLA@GMAIL.COM

SARAHMUSCARELLA.COM

## EXPERIENCE

SEPTEMBER 2019 - PRESENT

**ART DIRECTOR**  
EMMANUEL COLLEGE

Developed visual brand voices and lead all creative priorities for the marketing and communications, admissions, athletics, and alumni relations departments as well as the office of the president. • Branded newly created academic schools and created a series of introductory brochures. • Trained and mentored student intern designers.

JUNE 2018 - SEPTEMBER 2019

**SENIOR GRAPHIC DESIGNER**  
EMMANUEL COLLEGE

Created Emmanuel's first Case Award-winning viewbook to be designed in-house. • Supported numerous large events celebrating Emmanuel's Centennial. • Ensured consistent branding across projects like brochures, mailings, programs, posters, digital ads, print ads, acceptance packages, swag, newsletters and presentations.

DECEMBER 2015 - JUNE 2018

**SENIOR GRAPHIC DESIGNER**  
SHIFT COMMUNICATIONS

Conceptualized, drafted and delivered event signage, infographics, social content, mailers, videos and presentations to tech, consumer, healthcare and b2b clients in collaboration with account teams from all four SHIFT offices. • Facilitated onboarding of junior design staff. • Trained SHIFT account teams on presentation design, event photography and upselling creative work to PR clients. **CLIENTS: McDonald's, T-Mobile, Char-Broil, HIMSS, Tintri, Webroot, Slimming World, Fortinet and 365 by Whole Foods**

MARCH 2014 - DECEMBER 2015

**GRAPHIC DESIGNER**  
SHIFT COMMUNICATIONS

Created new business decks, e-books, newsletters, logos, posters, t-shirts, headshots, and SHIFT's updated brand guidelines.

2012 - PRESENT

**GRAPHIC DESIGNER**  
FREELANCE

Designed posters, brochures, identities and packaging. **CLIENTS: Harvard University, IRONMAN, SaladPower, The Career Portal, SHE Mark, the Town of Arlington and the Boston Demons Football Club**

## EDUCATION

2012

**CERTIFICATE OF  
GRAPHIC DESIGN**  
SCHOOL OF THE MUSEUM  
OF FINE ARTS, BOSTON, MA

2008

**B.A., POLITICAL SCIENCE**  
UNIVERSITY OF NOTRE DAME  
NOTRE DAME, IN

## SKILLS

After Effects  
Illustrator  
Lightroom  
InDesign  
Photoshop  
Premiere Pro

Excel  
PowerPoint  
Sharepoint  
Teams  
Word  
Wrike

Photography  
Ink & Paint Illustration  
Paper Cutting Illustration

Squarespace  
Wordpress