



SARAH RINEER

art director | designer | creative

TECHNICAL SKILLS

InDesign
Illustrator
Photoshop
WordPress
SquareSpace
Sketch
Figma
Premiere Pro
Basic HTML/CSS

EDUCATION

Millersville University
Bachelors of Fine Arts
2009 - 2013

Art Institute of York
Associates in Graphic Design
2005 - 2007

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sahrineer.design

Dedicated and innovative Art Director leveraging over fifteen years of professional experience working with a wide range of clients, industries, and projects. Highly adaptable, detail-oriented and fueled by constant curiosity.

EXPERIENCE

Summer Friday | Art Director
October 2021 - Current

Collaborate with Creative Director and other team members on ideation through to execution for a wide range of projects. Produce high-quality, creative, digital, and print solutions. Manage assigned tasks for the design team with quick deadlines. Presented creative and direction to clients. Coached a team of designers and helped foster growth. Helped to start and work on the sustainability team and an employee recognition program.

Alpha Dog Advertising | Creative Director
September 2017 - October 2021

Oversight of creative department. Execution and direction of a multitude of creative projects including branding, print and digital advertising campaigns, website design and build, collateral and marketing pieces, and much more. Regularly work with account executives, copywriters, editors, web developers, and digital experts to create successful products for clients.

Pennsylvania College of Art & Design | Adjunct Professor
May 2020 - May 2021

Taught Effective Design in the continuing education department. Focused on the design elements & principles, grids & layout, typography, color theory, imagery, and critique.

The Sweet Core | Lead Designer
September 2013 - September 2017

Worked closely with a team of designers and copywriters to develop branding, websites, and marketing materials for clients ranging from startups to international brands.

Sarah Rineer Design | Creative Director
June 2009 - Current

Manage and execute design projects for clients including website design and build, branding, advertising, and email marketing. Work independently and as part of a team to create engaging and effective projects.

Clipper Magazine | Artist/Assistant Art Director
May 2007 - June 2009

Created ads according to customer specifications while assisting artists with challenges and enforcing a solid workflow to ensure deadlines were met. Communicated with account services and sales reps to provide the best work for clients.