

**Sarah Potter**

Creative Director / Senior Art Director  
(706) 254-6686  
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**:: education**

The University of Georgia, Athens, Georgia : Spring 2005  
Bachelor of Fine Arts; Graphic Design  
Dean's List & Presidential Scholar  
graduated with honors: Cum Laude

**:: experience**

March 2008 – present

Ocozzio, Inc. : Creative Director : responsible for the overall management of creative services including staffing, workflow management, creative direction, guidance and oversight of a team of designers as well as the conception and design of materials for clients in a wide variety of industries

July 2006 – March 2008

Ocozzio, Inc. : Senior Designer : responsible for the design of marketing and promotional materials for various clients and the development of visual communication strategies

September 2007 – present

Potter House Design : Freelance Designer : providing effective print and web GUI design on a contract basis

May 2005 – July 2006

Atlas Communications : Junior Designer : working with a team of designers to design marketing and promotional materials for print production

**:: professional proficiency**

conceptual and creative development of marketing campaigns that include but are not limited to: direct mail design, identity design, collateral design, magazine & newspaper advertising, billboard design, event & trade show design and web GUI design; the creative direction of photo shoots; creative team management; account management; client relations; stock photo and art acquisition; and a complete knowledge of all proper pre-press procedures.

**:: technical skills**

Proficient in: Mac OS X and Windows platforms; the Adobe Creative Suite 3, Microsoft Office, photography and digital illustration. Knowledge of Dreamweaver and Fireworks.

References available upon request