Sarah Gardner

Lead Visual Designer | UI/UX | Brand Design
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Professional Summary

Lead visual designer and art director with 10+ years experience specializing in UI/UX design, brand identity, and creative direction across digital and physical spaces. Strong background in brand storytelling, motion design, and interface design. Committed to user-centered design with a track record of driving engagement and aligning creative work with organizational goals. Greencard holder with full work authorization.

Skills

Software: Figma, Adobe Illustrator, InDesign, Photoshop, AfterEffects, Firefly, Sketch, Zeplin, Keynote, Microsoft Office, Asana, Slack, ChatGPT, Claude.ai

Design: Typography, Color Theory, Layout and Composition, Branding and Identity Design, Visual Hierarchy, Iconography and Illustration, Image Editing and Manipulation, Prototyping and Wireframing, Motion Design, Visual Consistency, Design Systems, Responsive Design, Data Visualization

Professional Experience

Gladstone Institutes, San Francisco, CA

Lead Visual Designer (Sep 2024 – Present)
Senior Visual Designer (Jun 2021 – Sep 2024)
Graphic Designer (Sep 2016 – Nov 2021)

- Enabled brand consistency across all external platforms by co-developing guidelines used by 600+ staff, strengthening Gladstone's visibility and positioning.
- Increased annual website engagement by 73% through UI/UX designs that clarified content, improved navigation, and integrated brand identity.
- Fostered a collaborative design culture by mentoring a production designer and leading freelancers, resulting in timely, high-quality creative output.
- Produced an awareness-raising motion graphic shown at San Francisco Giants games, reaching 126,000+ attendees over three years and powerfully communicating complex science in an accessible, engaging format.
- Crafted numerous compelling event designs across print and digital platforms that drove high attendance, reinforced Gladstone's commitment to innovation, and deepened ties with donors, partners, and scientific communities.
- Spearheaded high-impact print campaigns that helped secure $20M+ in annual donations by connecting donor values with Gladstone's mission and fostering more meaningful, sustained engagement.

Studio Hinrichs, San Francisco Bay Area

Junior Graphic Designer (Jun 2015 – Sep 2016)

- Contributed to raising $96M for Golden Gate National Parks Conservancy by designing the Presidio Tunnel Tops fundraising materials and campaign logo, the latter selected by Lynne Benioff.
- Reinforced studio credibility and client engagement by designing a typographic calendar sent to 500+ clients and partners.
- Designed an 80-foot interpretive installation for Alcatraz Island's historic dining hall. The large-scale environmental piece engaged over 3 million National Park visitors during its two-year exhibition.
- Conceptualized and designed a milestone commemorative piece celebrating ArtCenter College of Design's 85th anniversary that was distributed to 1,000 industry leaders, strengthening ArtCenter's reputation for creative excellence.

Design Council, UK

Program Coordinator (Feb 2008 – Mar 2011)
Program Officer (Apr 2007 – Feb 2008)

- Managed creation of a design strategy tool from concept to final delivery, collaborating with an innovation consultancy and design strategist to refine content and produce final materials. Enabled teams to apply strategic design thinking through a polished, user-friendly resource.
- Led ongoing development and production of digital and printed design materials, working with the Creative Services studio manager, in-house designers, freelancers, and printers. Delivered consistent, high-quality materials on time and on budget, supporting brand integrity.
- Coordinated two successful rebrands of design materials, aligning efforts across departments to meet requirements, budgets, and brand standards. The outcome was a refreshed and unified visual identity that strengthened internal and external communications.

Education

- De Anza College (Cupertino) – Associate's Degree, Graphic and Interactive Design
- Middlesex University (London, UK) – BA, Textile Design
- The Ravenscroft School (London, UK) – A-Levels: Art & Design, English Literature, Theatre Studies

Languages & Certifications

- Languages: Spanish (Elementary), French (Limited Working)
- Certification: How to Use Generative AI: Building an AI-First Mindset