

SARAH SULLIVAN

WEB DESIGN
PRINT DESIGN
BRAND DESIGN

CORPORATE DESIGN PORTFOLIO



As a web and brand designer with over 20 years of experience, I bring a versatile skill set to design and marketing.

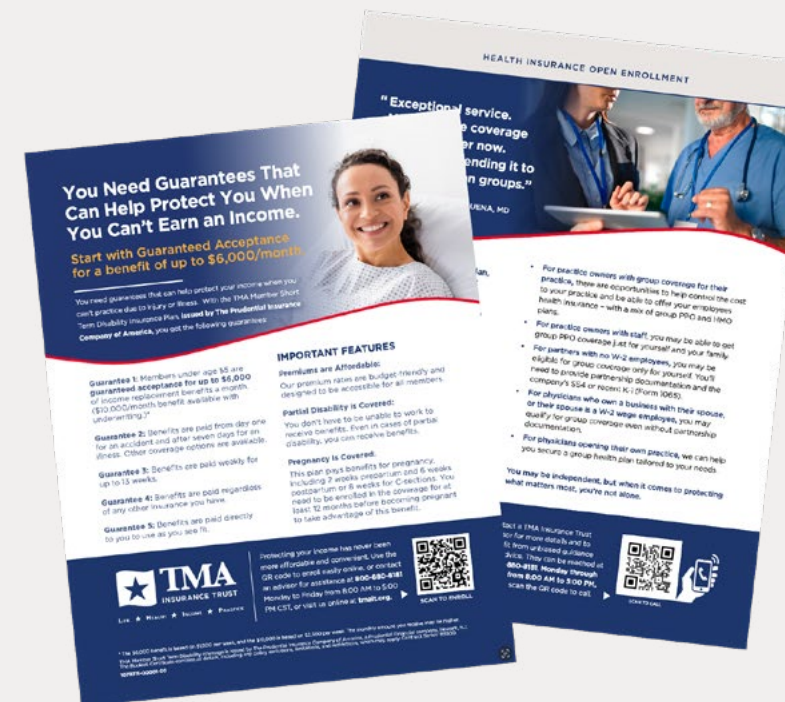
Through my agency and in-house roles, I have helped businesses build strong brand identities, impactful websites, and cohesive social media presences. I am passionate about positioning brands for success and ensuring brand consistency across all customer touchpoints.

The following portfolio demonstrates these key skill areas:

- Brand strategy and brand identity development
- Print design including brochures, annual reports, and direct mail items.
- Digital design for ads
- Social media content creation and strategy
- Website design in Wordpress and Squarespace
- Video editing and animation for social media



Google ads.



SEAPOINT DIGITAL

SENIOR DESIGNER | 2023 - 2024

Worked with the digital marketing team to design digital ads for clients in the insurance and medical industry. Designed flyers and brochures for direct mail packages and industry events. Created a wireframe for the redesign of the agency website.

- Developed 20+ digital and print ads per month for their clients in the medical insurance field. Optimize digital assets for different platforms, ensuring proper resolution, file size, and other technical specifications.
- Designed six-page bi-annual benefits brochure for Prudential.
- Created 5-piece direct mail package for travel insurance company including bi-fold brochure, membership card, and custom envelope.
- Designed banners for social media and e-newsletters as well as digital ads for Google, website, and blogs.
- Re-designed marketing agency home page.



Redesigned agency website



Prudential benefits brochure.

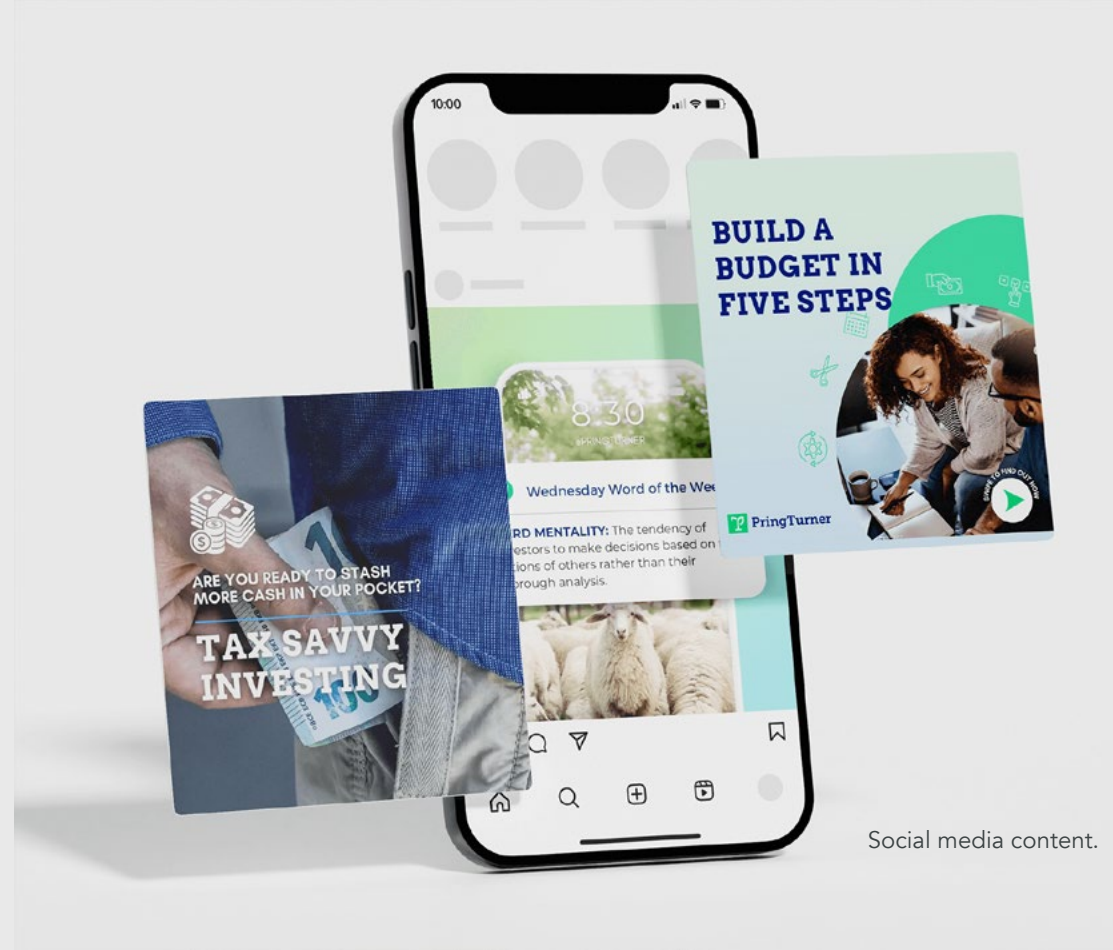
PRING TURNER FINANCIAL MANAGEMENT

CONTENT CREATOR | APRIL 2024 - PRESENT

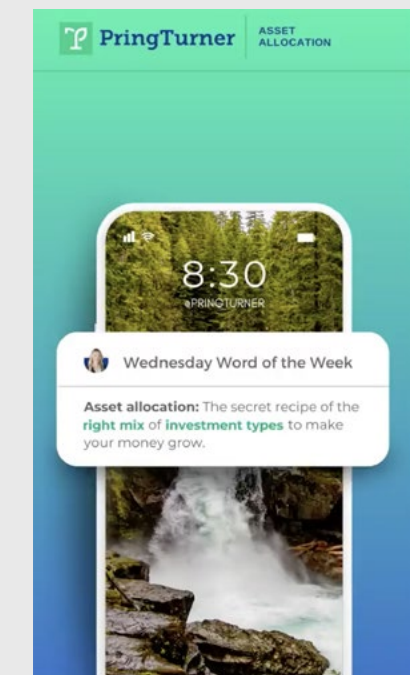
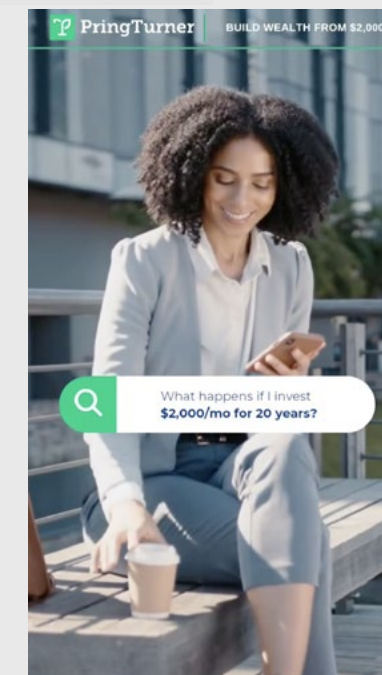
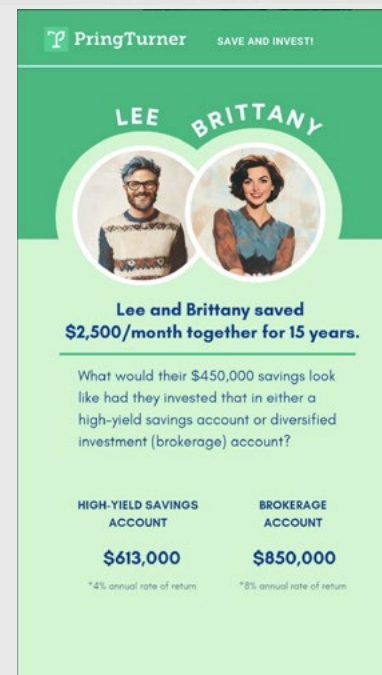
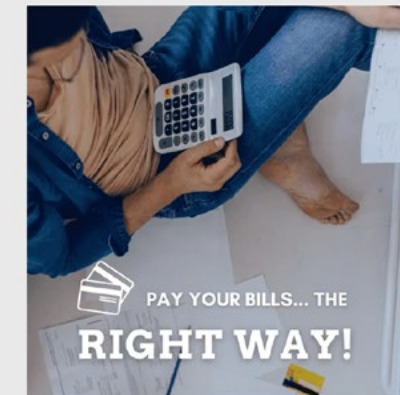
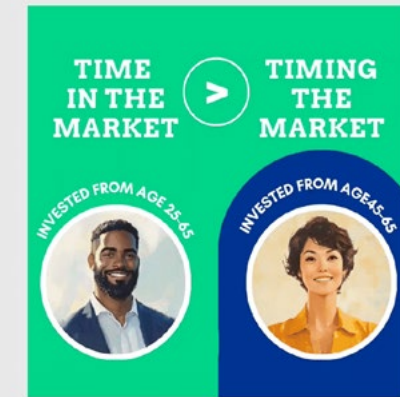
Created and managed social media content for a California-based financial management firm, refining their brand palette and visual identity to strengthen brand cohesion. Designed for social media at both the micro and macro level: paying attention not only to the quality of each piece of content, but to it's position in the overall visual look of the grid and how it affected brand perception.

- Expanded brand palatte and created a library of brand assets which can be used across all social media platforms.
- Produced Reels using found images, B-roll video, and animated elements to create dynamic video content.
- Created and edited video for short form social media video.
- Developed a distinctive video format for financial term definitions, featuring an animated iPhone with pop-up definitions. This format was used for several months, establishing a recognizable and cohesive campaign.

[PRING TURNER INSTAGRAM](#)



Social media content.



Animated and video content.

CUSTOM FLOORS DESIGN

CONTRACT DESIGNER | 2020 - 2021

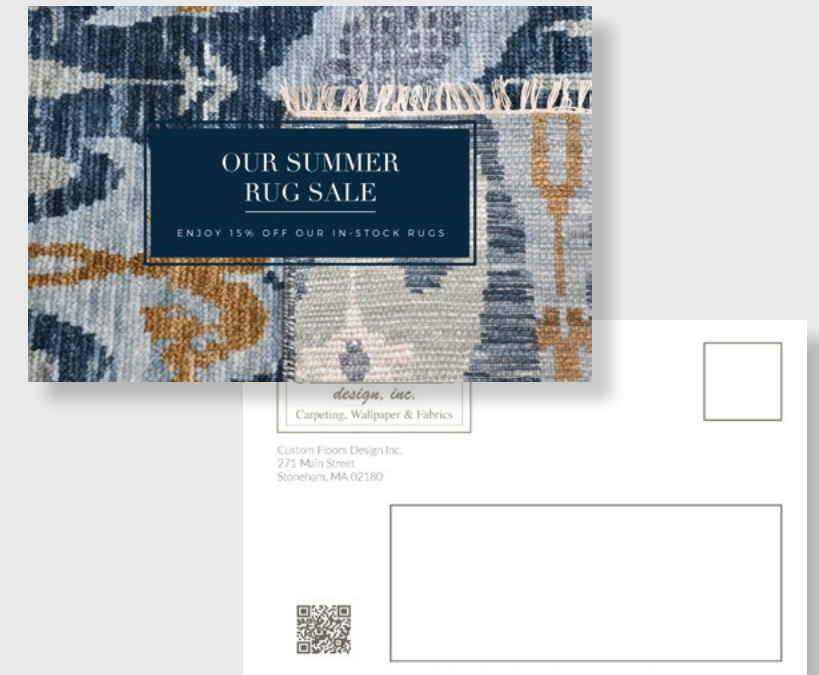
Managed social media and print design for a high-end carpet and rug showroom near Boston. Grew social media following through consistent, high-quality content designed to engage and attract customers.

- Designed brochures and postcards for direct to consumer mail and in showroom collateral.
- Expanded brand identity by creating versions of existing logo, and expanding brand palette.
- Curated the social media feed with a mix of product, how it's made, and home interiors photography to keep a good balance both visually and in message.
- During the Covid pandemic, developed a campaign around the idea of carpet being a comforting part of being home. Campaign features people working from home children doing homework on the carpeted floor, etc. All images were sourced from royalty free sites. Wrote campaign taglines and copy.
- Created and edited video for short form social media video.



Social media content.

Direct mail postcard



Product brochure.



RAGON INSTITUTE OF MGH, MIT, AND HARVARD

COMMUNICATIONS MANAGER | 2007 - 2017

Served as Communications Manager for 10 years at the Ragon Institute of MGH, MIT, and Harvard, a leading AIDS research center in Cambridge, MA. Led all in-house design efforts, creating annual reports, program logos, presentations, and social media content. Managed the institute's website and intranet, ensuring seamless functionality and up-to-date content. Developed and executed social media strategies to enhance engagement and visibility.

- Designed and developed Institute website, intranet, and various subsidiary websites. Maintained all Ragon-affiliated sites including writing news items, arranging photo shoots and updating personnel.
- Acted as press and media liaison, providing photos and quotes, coordinating interview schedules, and reviewing final copy for accuracy.
- Developed promotional materials for Institute: study fliers for patient recruitment, conference displays, donor gifts, and annual reports.
- Developed brand identities and websites for Institute-affiliated research centers in South Africa.
- Managed Institute social media platforms, including photographing events, obtaining subject permissions, and writing articles.



Website design, ragoninstitute.com (2017)



2015 Annual Report

