

# SARAH SULLIVAN

WEB DESIGN  
PRINT DESIGN  
BRAND DESIGN

## CONTACT

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## PROFESSIONAL STATEMENT

As a web and brand designer with over 20 years of experience, I bring a versatile skill set in design and marketing. Through my agency, Dionne Design, 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 consistency across all customer touchpoints.

## PORTFOLIO

[FREELANCE PORTFOLIO](#)

[CORPORATE PORTFOLIO](#)

## EXPERIENCE + KEY SKILLS

2001  
-  
PRESENT

### Founder and Designer | Dionne Design

Dionne Design is a freelance design studio specializing in brand and web design, and social media management for independent businesses. As the owner and designer, I create tailored, cohesive solutions that empower business owners to maintain and grow their brands long-term.

- Design sophisticated, user-friendly websites with clear messaging, built on strong SEO and accessibility principles, and fully optimized for mobile.
- Develop strategic, timeless brand identities that evolve with the business and maintain lasting impact.
- Design strategic social media content that is attractive, on-brand, has clear messaging with an eye to current social media trends.

## SKILLS

Brand identity design  
Print design  
Web design  
Social media content  
Copywriting  
Art direction

2023  
-  
2024

### Senior Designer | Seapoint Digital

Worked with the marketing team to design digital ads and printed marketing materials for clients in the medical insurance industry.

- Developed 20+ digital and print ads per month for clients. 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 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 website home page.

## SOFTWARE

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Figma  
Wordpress  
Squarespace  
Mailchimp  
Capcut  
Asana

2019  
-  
PRESENT

## Senior Designer | Watchtower Office of Public Information (Volunteer. Portfolio available upon request.)

Collaborated on print and digital publications for jw.org. Projects enjoy worldwide distribution and are translated into 1,000+ languages.

- Developed a series of brochures highlighting human rights violations around the world. Reports were submitted to governmental bodies across Europe and to the United States.
- Worked with team to design a 10-panel museum display highlighting stories from Holocaust victims across Europe for that was in the lobby of the European Parliament in Strasbourg, France.
- Design website article banners and content images for website published in 1,000+ languages.

2007  
-  
2017

## Communications Manager | Ragon Institute of MGH, MIT and Harvard

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.

- 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 to press, coordinating interview schedules, and giving final publication approval.
- 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.