

SARAH SULLIVAN

EMAIL: sarah@dionnedesign.com

PHONE: (857) 389-2340

LOCATION: Salem, MA

PROFESSIONAL STATEMENT

With over 20 years experience in web and graphic design, I have specialized in brand identity design for the past 7 years, combining extensive design expertise with strategic brand thinking. Through my agency, Dionne Design and senior-level roles, I have developed comprehensive brand systems across diverse industries and mediums. I excel at managing projects from strategy through implementation while collaborating with cross-functional teams to create holistic brand experiences.

SKILLS

- Brand identity design and strategy
- Project Management
- Client presentation and communication
- Print collateral design
- Web design and development
- Social media design and marketing
- Copy writing
- Art direction

SOFTWARE

- Adobe Creative Suite
 - Photoshop
 - Illustrator
 - InDesign
 - Premier Pro
- Figma
- Wordpress
- Squarespace

PROFESSIONAL DEVELOPMENT

Scale with Squarespace Templates (2022)

Logo Design: From Concept to Presentation - Domestica (2021)

Contemporary Brand Identity: Using Verbal and Visual Branding - Domestica (2021)

PORTFOLIOS

[DIONNE DESIGN AGENCY PORTFOLIO](#)

[IN-HOUSE PORTFOLIO](#)

WORK HISTORY AND EXPERIENCE

Founder and Senior Designer, Dionne Design | 2018 - Present

Dionne Design is a freelance design studio specializing in brand identity development, web design and development, 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.

- Create comprehensive brand identity packages including logo design, color palettes, typography systems, and brand guidelines that ensure consistent application across all brand touchpoints.
- Design sophisticated, user-friendly websites with clear messaging, built on strong SEO and accessibility principles, and fully optimized for mobile.
- Manage complete project lifecycle from initial client consultation and brand strategy through final project deliverable. Present design concepts and strategic rationale directly to clients, incorporating feedback while maintaining design integrity.
- Design strategic social media content that is attractive, on-brand, has clear messaging with an eye to current social media trends.

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Senior Designer, Watchtower Office of Public Information | 2019 - Present (Volunteer)

Collaborate with international design team on developing print and digital publications distributed worldwide and translated into multiple languages.

- Collaborate with multidisciplinary teams including writers, translators, legal departments and international stakeholders to deliver brand-compliant materials under tight deadlines for international distribution.
- Developed print publication series highlighting human rights violations globally. Reports were submitted to governmental bodies and human rights organizations across Europe and the United States, receiving praise for the professionalism of both design and content.
- Worked with design team, writers, historians, and researchers to create a visually compelling 10-panel museum exhibition showcasing Holocaust victim testimonies which was displayed in the European Parliament building in Strasbourg, France.

Senior Designer, Seapoint Digital | 2023 - 2024

Collaborated with marketing team to develop comprehensive brand campaigns for clients in the medical and accident insurance industry, creating cohesive digital and print materials.

- Designed branded print flyers and digital ads that maintained brand consistency across multiple platforms, while incorporating new design strategies that expanded clients' brand visual language and strengthened market recognition.
- Designed six-page bi-annual benefits brochures for Prudential and a 5-piece direct mail package including bi-fold brochure, membership card, and custom envelope for auto insurance membership association.
- Developed strategic wireframes for agency website redesign that maintained brand consistency while proposing new visual elements to enhance brand expression and improve user experience and engagement.

Communications Manager, Ragon Institute of MGH, MIT and Harvard | 2007 - 2017

Led all in-house design and internal/external design and communications for world-class research center.

- Designed and developed Institute website to coincide with launch of new Institute in 2009. Subsequently was promoted to Communications Manager and developed and designed a company intranet site and various subsidiary websites. Maintained all Institute affiliated sites including writing news items, art-directing photo shoots and maintaining personnel profiles.
- Developed cohesive promotional materials that reinforced Institute branding across all touchpoints: study fliers for patient recruitment, conference displays, donor gifts, and annual reports.
- Designed and published Institute annual reports which reinforced the Institute's visual identity and mission. Oversaw all aspects of the project including content curation, writing, layout design, art-directed photography, and printing.
- Established and managed Institute social media platforms. Actively pursued news items within the Institute, including photographing events, and writing news item for social media posts.
- Acted as press and media liaison, providing photos and quotes to press, coordinating interview schedules, and giving final publication approval to medical journals and national news outlets.
- Created brand identities for international affiliate programs in South Africa, building credibility and legitimacy in the global AIDS research field.