



Sara Anne Morrissey

GRAPHIC AND WEB DESIGNER



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Experience

2022 - present

SENIOR TECHNICAL PRODUCER | GLOBAL EXPANSION

SeenThis, AS (OSLO, NORWAY)

- develop and design video display ads using a combination of HTML, CSS, and Javascript
- produce, edit, and enhance videos, animations, and other design components for advertising campaigns
- develop ads and mockups, and adapt them based on client feedback before final delivery
- run AdOps-related projects and solve issues with product and tech teams
- collaborate with and support sales teams
- conduct client training sessions and demos
- maintain daily communication with clients and establish strong relationships
- advise clients by anticipating future needs and trends and recommend appropriate solutions

2021 - 2022

GRAPHIC DESIGNER

Sara Morrissey Designs, ENK (OSLO, NORWAY)

- designed digital and print collateral
- collaborated with clients to establish goals, creative direction, and project timelines
- communicated with clients to ensure visual concepts align with client needs and expectations

2017 - 2020

GRAPHIC DESIGN AND MARKETING ASSISTANT

Mackin Educational Resources (BURNSVILLE, MINNESOTA)

- designed marketing and communication materials
- collaborated with departments to develop advertisements and marketing initiatives
- conducted marketing research to enhance both the Mackin brand and marketing clients' goals
- developed client advertising guidelines
- spearheaded implementation of email client system

Volunteer Experience

2018 - 2020

GRAPHIC DESIGNER

City of Lakes Community Band (MINNEAPOLIS, MINNESOTA)

- designed new logo and developed brand guidelines
- conducted member surveys during the re-branding process to inform design decisions
- designed print and digital marketing materials
- spearheaded social media campaign development

Skills & Software

DESIGN

Ae AfterEffects

Ai Illustrator

Id InDesign

Ps Photoshop

Pr Premiere

Xd Xd

CODING

CS CSS

H HTML

JS JavaScript

Education & Certificates

2021

RESPONSIVE WEB DESIGN

freeCodeCamp, Certificate

2021

RESPONSIVE DESIGN

Codecademy, Certificate

2019

GRAPHIC DESIGN

Rasmussen University
Associate of Science

2014

HISTORY

University of Wisconsin - Madison
Bachelor of Science