

SARA VADGAMA

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www.saravadgama.com

TALENTS & SKILLS

*Intelligent, perceptive designer with a flair for **elegant solutions***

Confident communicator; excellent writing and strong presentation skills

*Enthusiastic, self-motivated, able to **work independently***

Efficient organization and prioritization skills, sharp eye for detail

*Adept at building harmonious, **long term relationships** with clients and colleagues*

Skilled technology user: InDesign, Photoshop, Illustrator; Mailchimp; Smartsheet; PowerPoint; MS Office; Google Suite; Canva; HootSuite

*Considerable **technical knowledge** of prepress and print; typesetting design and specification; color proof review and press checks*

EDUCATION

UCLA Extension,
Los Angeles, CA 2011
Design Communication Arts Certificate
Earned with Distinction
Exhibited in AIGA EMERGE 2011 show

London College of Printing,
London, England, 1993
Diploma with Honors in Printing and Publishing Studies

Yale University,
New Haven, CT, 1989
B.A. cum laude, History of Art
Winner of the Mark Dietz Memorial Prize for Original Research by an Undergraduate.

ABOUT ME

I have worked for 11 years as a freelance graphic designer, project manager, researcher, and writer—"a Swiss Army knife," to quote a client. I bring thoughtfulness, flexibility and a positive attitude to any project or collaboration.

I'm seeking opportunities which leverage my project management and design skills while collaborating with clients, vendors and project stakeholders to achieve or exceed desired goals and objectives. My strengths are print design and presentations.

SARA VADGAMA GRAPHIC DESIGN

CLIENT • **CREATIVE BRANDING GROUP** 2012-present

"A terrific designer and integral part of the team" that rebranded Alta Window Fashions

- Project managed 15-month long development of 6 sample books, conducting weekly status meetings, coordinating with print vendors and contributors.
- Concepted layouts and iterations for sample books, swatch cards, and photo books; created layered composites for client approval.
- Responsible for printer deliverables using sample maker dielines.
- Designed corporate PowerPoint template expressing brand identity and style guide.
- Refreshed branding in 2019 and 2022 with new palettes, patterns, and layouts and updated style guides and asset libraries.

CLIENT • **SOLVE M.E.** 2015-present

"Go-to designer since 2015" for this non-profit driving research for ME and Long Covid

- Overhauled newsletter to improve organization, address readability for target audience, and evolve brand guidelines.
- Design development direct mail campaigns and brochures for lay audiences.
- Create conference material including event programs, signage, banners, t-shirt graphics, event stationery, and invitations.
- Design logos and event graphics for research and advocacy initiatives.

CLIENT • **HUB INTERNATIONAL** 2021-present

"Most efficient designer on the payroll" for insurance trust marketing team

- Revamped existing sales deck for VPs; client secured largest deal ever after first presentation with the new deck.
- Quick execution of day-to-day tasks: re-formatting advertising and social media assets; creating flyers and large format banners for convention booths.

EXPERIENCE

The J. Paul Getty Museum, Intern, Exhibition Design Department 1Q 2011

Collaborated with senior designers to implement new branding across Education department materials. Created 3 identity solutions for programs and events.

Butler & Tanner Ltd (UK) and Butler & Tanner Inc (USA)

13-year career at British color book and commercial printer with global sales of \$60 million

- **West Coast Sales Manager** 2000-2008
Consistently achieved sales target of \$1.5 million p.a. Secured 3 of 5 highest value US orders ever booked.
- **Commercial Sales Executive** 1999-2000
Established B&T in new corporate and agency markets. Point of contact for team which secured Shell Oil 3 year contract. Negotiated successful bids with 2 agencies representing FTSE 100 clients.
- **Vice President of Sales** 1997-1999
Improved negative profitability of US business to 10% on \$3 million p.a. sales. Increased sales by 60%. Supervised 2 staff. Managed accounts payable, banking, payroll, insurance.
- **Book Sales Executive** 1995-1997
Converted 2 leading art museums into clients and revived 3 dormant accounts. Achieved sales target of \$900K in year 2.

Penguin Books, London, UK, Senior Production Controller 1993-1995

- Coordinated production of adult and children's lists: vendor selection, scheduling, typesetting, color correction, proofing.
- Produced on-time, on-budget deluxe 200th anniversary edition of Gibbons' *Decline and Fall of the Roman Empire* in 3 volumes.