Sarah Riedlinger

Visual storyteller + maker of things.

sarahriedlinger.com

sarahriedlinger1@gmail.com
(614) 633-9797

WORK EXPERIENCE

Blackstone Publishing

Graphic Designer   Jan 2022—Present

- Collaborates with authors, agents, and publicists to create original book cover and jacket designs that appeal to target audiences
- Prepares printer-ready mechanicals utilizing a variety of technical effects and oversees production deadlines
- Creates promotional graphics for book tours, marketing campaigns, and digital advertising on major outlets including the *New York Times*, *LA Times*, *Buzzfeed*, and the *Washington Post*

ICON plc (formerly PRA Health Sciences)

Motion Designer   June 2020—Dec 2021

- Conceptualize and develop strategic motion graphics to clearly communicate brand messages to internal and external audiences, using both 2D and 3D animation software
- Collaborate with a multidiscipline creative team to support design requests from our business divisions for print collateral materials, media advertisements, event leave-behinds, company swag, etc
- Design and develop interactive graphics and animations for web

The Burr Magazine

Art Director   Aug 2018—May 2020
Designer   Aug 2017—July 2018

- Led creative team meetings, delegated tasks to junior designers, and provided creative critique and software support
- Communicated with writers, editors, and bloggers to produce visual solutions to a broad array of story subjects within a short timeline for editorial covers and interior spreads
- Developed and pitched an overall conceptual theme for each issue, and defined a complex typography system and style guide

Ohio Department of Transportation

Animation Intern   May 2018—Dec 2018

- Utilized facial tracking software to create live-feedback character animations that were rigged using IK and lip-synced to audio
- Created 2D animated scenes & motion graphics in After Effects to display complex numerical and statistical data
- Worked in 3D animation and compositing in Cinema 4D to rebrand the intro sequence and lower thirds graphics for "The Loop"

EDUCATION

Kent State University

Aug 2016—May 2020

Bachelor of Fine Arts
Visual Communication Design

Minor
User Experience Design

Honors College Scholar

Sichuan University Scholar

RECOGNITIONS

International Society of Typographic Designers
Award of Commendation
May 2019 + July 2020

AIGA Kent
Co-President
Aug 2018—May 2020

American Greetings
Scholarship Recipient
for Excellence in Design
May 2019, July 2018

North American Review
Open Space of Democracy
poster featured in exhibit
April 2019

Glyphix Studio
Student Partner
Jan 2019—May 2019

Adobe Awards
Semifinalist
Aug 2018