

# SARAH WOODWARD

## ART AND DESIGN

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### AWARDS

#### **Connecticut Art Directors Club Gold and Emerging Excellence**

GD3 Influences A-Z, 2021

#### **Excellence**

Sour Milk, MFA Catalog, 2021

#### **Richard Hess Spirit of Creativity Gold Award**

Universal Declaration of Human  
Rights, RISO Printed Book, 2019

#### **Mystic Chamber of Congress Outdoor Art Festival**

Emerging Artist Award 2019, 2021

#### **University Scholarship**

Stephanie Kaplowitt Memorial  
Scholarship, 2018

#### **University Art Scholarship**

Fine Arts Talent Award, 2017

### SKILLS

Photoshop  
InDesign  
Illustrator  
After Effects  
Product Photography  
Event Photography  
Videography/Editing  
Risograph Printing  
Ceramics  
Silversmithing  
Painting/Illustration  
App/Web Design  
Book Binding

### LANGUAGE

Proficient in Italian  
Proficient in French

### INTERESTS

Marathon Running  
Sailing

### EDUCATION

#### **Siena Art Institute, Siena, IT**

Post-Baccalaureate Certificate  
May 2022

#### **University of Connecticut, Storrs, CT**

Bachelor of Fine Arts in Graphic Design  
Minor in French  
May 2021

### EXPERIENCE

#### **Graphic Designer, Genrose Stone and Tile, Middletown, CT**

Designed print and digital advertising material adhering to brand guidelines and introduced new design ideas, worked closely with the CEO and CMO. Responsible for product, event and installation photography. Maintained and updated website and copy. Created quarterly and monthly catalogs and oversaw printing and digital publication. Production work included type setting and printing of product labels and signage for showrooms.  
2022 - Present

#### **Sailing Instructor**

Responsible for lesson planning and implementation as well as ensuring the safety of students both on and off the water. Taught youth and adult sailing lessons.  
Great Harbor Yacht Club, Nantucket, MA 2022  
Atlantic Yachting, NY, NY 2021  
Quassapaug Sailing Center, Middlebury, CT 2017 - 2021

#### **Graphic Designer, Squared Labs, Storrs, CT**

Lead designer on a team of designers, coders and developers. Created websites for research labs in the Center for Open Research Resources and Equipment. Illustrated a cover for a scientific journal which was published in *ACS Environmental Science & Technology | Water*. Designed logo, fliers, posters and forms for Statistical Consulting Services, UConn. Designed informational material and graphics for University supplied Covid-19 Testing kits.  
2018 - 2021

#### **Freelance Artist & Designer**

Freelance work ranged from commissioned acrylic paintings, charcoal drawings and illustrations. Logo and brand design for businesses including marine services, bookshops, a public library and summer camps. Hired as professional freelance event photographer.  
2018 - Present

#### **Etsy Shop Owner**

Created wheel thrown ceramic pottery and successfully operated an online shop. Shipped pottery to over 10 states.  
2020 - Present

#### **Graphic Designer, Design Center Studio, Storrs, CT**

Served as liaison between clients and design team as project manager for Poetic Journeys, installing student work throughout the University's transportation system. Organized project meetings, oversaw printing production and set deadlines. Designed signage for the Alexey von Schlippe Gallery of Art in Groton, CT.  
2020