

LIDDELL

DESIGNER + ILLUSTRATOR

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SARAHLIDDELL.COM



EDUCATION

BFA IN VISUAL COMMUNICATIONS (2012)
CAZENOVIA COLLEGE – CAZENOVIA, NY

FULL TIME EXPERIENCE

GARETH STEVENS PUBLISHING
JUNE 2012 – MARCH 2020

SENIOR GRAPHIC DESIGNER
(GRAPHIC DESIGNER JUNE 2012 – APRIL 2014)

- CONCEPTED DESIGNS FOR OVER 65 CHILDREN'S NON FICTION BOOK SERIES
- EXECUTED MARKETABLE BOOK COVER DESIGNS
- RESEARCHED AND EDITED PHOTOS
- COLLABORATED WITH EDITORS AND DESIGNED BOOK INTERIOR LAYOUTS

FREELANCE EXPERIENCE

PUT A PLANT ON IT
AUGUST 2020 – PRESENT
INTERIOR MURALIST, VENDOR

- DESIGNED AND PAINTED INTERIOR WALL MURAL FOR LOCAL PLANT SHOP (2020)
- CREATE PRINTS, STICKERS, AND TEE DESIGNS FOR SHOP

CASETiFY/DESIGNLOVEFEST STUDIO
MAY 2022

COLLABORATIVE ARTIST

- CREATED ARTWORK FOR PHONE AND TABLET CASES TO LAUNCH ON CASETiFY
- COLLABORATED WITH DESIGNLOVEFEST STUDIO TO FINALIZE ARTWORK AND COLORS

BRAMBLE WORKSHOP
MARCH 2022

FREELANCE DESIGNER

- CREATED NEW LABEL FOR DIY PAINTED MUSHROOM KIT WITH A PSYCHEDELIC VIBE
- ILLUSTRATED LETTERING FOR LABEL

LOLLYBAT
FEBRUARY 2022

FREELANCE WEB DESIGNER

- DESIGNED CLEAN, MODERN ECOMMERCE SITE FOR SKINCARE BRAND
- USED WIX TO BUILD AND CUSTOMIZE SITE

COCO MARKETING
FEBRUARY 2021

FREELANCE WEB DESIGNER, ILLUSTRATOR

- DESIGNED MARKETING WEBSITE WITH A PERSONAL TOUCH INCLUDING ILLUSTRATED ELEMENTS
- USED WIX TO BUILD AND CUSTOMIZE SITE

ADURI
SEPTEMBER 2020 – FEBRUARY 2021
FREELANCE WEB DESIGNER

- ILLUSTRATED ICONS FOR WEB AND MOBILE APP
- ILLUSTRATED MULTIPLE PRODUCT VIEWS
- CREATE ILLUSTRATED "PATHWAY" FOR APP USERS TO PROGRESS ALONG

SKILLS

ILLUSTRATION
EDITORIAL DESIGN
PHOTO EDITING
PHOTO RESEARCHING
WEB DESIGN

TYPOGRAPHY
PHOTOSHOP
ILLUSTRATOR
INDESIGN
WIX
WOODWING STUDIO
SQUARESPACE

ART DIRECTION
CONCEPTING
CURATION
PROJECT MANAGEMENT
COLLABORATION
ORGANIZATION
PROBLEM SOLVING