

Sara McBeen

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CREATIVE DESIGNER & STRATEGIST

Multidisciplinary designer with 7+ years of experience in brand building and a proven record of organizational growth. Creates and implements dynamic visual marketing strategies for websites, social media and email campaigns. Results-driven content creator specializing in customer engagement and growth. Skilled, cross-functional communicator and team oriented problem solver with scrappy, but-make-it-quality super powers. Key areas of competencies:

Brand development | Design strategy | Cross-functional collaboration | Project management | Sales asset creation | Photoshoot production | Graphic design | Digital media | Physical model design and fabrication | Customer/ consumer acuity

PROFESSIONAL EXPERIENCE

Boox | Petaluma, CA

January 2022 – December 2022

DESIGN LEAD

- Designed website content strategy based on annual business objectives and key results (OKRs).
- Owned all website updates on Shopify site including new page creation and design layouts.
- Assisted in production and styling of lifestyle and product photoshoots that elevated product communication.
- Created assets for Sales team that supported a 75% increase in annual sales.
- Led social media content and influencer marketing strategies that resulted in a 35% increase in owned media engagement and several new high-value clients.
- Negotiated cross-functional stakeholder buy-in for a brand strategy update that successfully addressed both B2B and B2C audiences in one clear visual and messaging direction.
- Led planning, asset creation and implementation for a Boox Bin program that raised over \$85,000 for local schools.

Autodesk | San Francisco, CA

July 2018 – June 2020

CREATIVE PRODUCER

Instrumental in implementation of visual strategy overhaul for Autodesk in Education and tinkercad.com.

- Rebranded visuals drove 55% growth in acquisition in peak back-to-school time.
- Developed and maintained department-wide digital assets library.
- Assisted in production of photo/video shoots, resulting in more relatable customer content.
- Executed graphic design work that supported visual consistency across the customer journey.
- Owned start to finish Education pitch deck that supported the global sales team and drove department-wide growth.

Heath Ceramics | San Francisco, CA

October 2016 – June 2018

CREATIVE PROJECT LEAD / MANAGER, HEATH NEWSSTAND

Worked directly with the Heath owners to take their vision of a neighborhood newsstand, as a centerpiece for the community, and shepherd it into a reality. Together we built a Newsstand from the ground up that surpassed sales and engagement projections in under a year and was recognized by publications including MONOCLE, Cool Hunting and the SF Chronicle.

- Performed competitive landscape analysis for key stakeholders.
- Owned start to finish inventory acquisition and vendor onboarding process for periodicals and products.
- Negotiated vendor contracts and ongoing communications.
- Built repeat customer base that surpassed sales projections and established loyalty within the community.
- Successfully managed a team of 5 to meet and exceed sales goals.

PaperandLight | Oakland, CA

May 2014 – December 2016

OWNER / CREATIVE DIRECTOR

Conceived of an online office supplies store that specialized in handcrafted designs for the home office. As the sole proprietor of the business I owned the execution of all business elements including brand development, marketing strategy, vendor acquisition and communication, social strategy and content creation, product photography, inventory management and more.

Lindsey Adelman Studio | New York, NY

January 2012 – October 2014

PRODUCTION LEAD / MASTER BUILDER

- Effectively led a team of 5 builders to meet growing product demand and tight deadlines efficiently and cheerfully.
- Researched and implemented new cross-functional production management software that resulted in greater build efficiency and clearer communication with key stakeholders.
- Owned start to finish build of 50+ standard fixture designs as well as complex custom creations.
- Performed onsite mock-ups and final installation for high profile clients.

EDUCATION

Pratt Institute, Brooklyn, NY
Master's of Industrial Design

Sonoma State University, Rohnert Park, CA
Bachelor's of Fine Art

TECHNICAL SKILLS

Adobe: Illustrator, Photoshop | Microsoft Suite | Project Management software | Figma | Physical model-making

CERTIFICATES

General Assembly
User Experience Design