

SARA MCBEEN

MULTIDISCIPLINARY DESIGNER

DETAILS

PHONE

347.276.7380

EMAIL

saramcbeen@gmail.com

LINKS

[LinkedIn](#)

[Website](#)

SKILLS

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Microsoft Office

Microsoft PowerPoint

Solidworks

Communication

Customer Service

Design Thinking

Management

Woodworking

Ceramics

3D Printing

LANGUAGES

English



Spanish



PROFILE

Sara is a born builder/problem solver. Whether puzzling out a project in the shop with saws and chisels, or on the computer with clicks and pixels, her passion is bringing ideas to life. An interdisciplinary designer, she has worked with independent design mavens like Lindsey Adelman in New York, as well as the iconic California brand Heath Ceramics. Most recently she helped develop the visual strategy for the education department at Autodesk—the software company for people who make things. She is known for presenting simple and unique design solutions and her animal avatar is a raccoon—a clever, resourceful bandit.

EMPLOYMENT HISTORY

Creative Producer, Autodesk

San Francisco

Jul 2018 — Jun 2020

Worked on the Visual Brand Strategy team for Education. Was instrumental in helping to perform a department-wide visual audit and overhaul, resulting in growth in both acquisition and engagement.

- Performed department-wide visual competitive analysis
- Met with key stake holders to assess ongoing visual needs
- Presented visual strategy suggestions to key stake holders
- Worked with brand agency to develop brand look feel that resonated with our audience while remaining true to the Autodesk brand ethos
- Assisted in specific campaign marketing efforts with graphics, imagery and visual review
- Developed and maintained team media library
- Implemented online design guide for the education department

Creative Project Lead & Manager, Heath Ceramics

San Francisco

Oct 2016 — Jun 2018

Worked directly with the owners of the iconic California brand, Heath Ceramics, 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 written up in many publications including MONOCLE, Cool Hunting and the SF Chronicle.

- Collaborated in the design and build of the Newsstand space
- Performed competitive landscape analysis
- Implemented grassroots marketing plan
- Established all vendor contracts and managed ongoing relationships
- Researched and sourced new products to fit Newsstand ethos
- Developed and executed strategy for inventory management and POS system
- Maintained inventory and ordered product and supplies as necessary
- Increased customer base by providing individual level customer care
- Developed innovative displays to showcase products
- Managed the hiring, firing and training of all new employees
- Successfully managed a sales team of 5 to meet sales goals

Founder, PaperandLight

Oakland

May 2014 — Dec 2016

Conceived of an online office supplies store that specialized in handcrafted designs for the home office. As the sole proprietor of the business, wore all hats including, but not limited to:

- Prepared business plan and budget
- Sourced all products and worked with designers to create exclusive custom designs
- Executed all marketing efforts including FB Ads, blog posts, email blasts as well as content creation for social channels
- Tracked product performance and identified business improvement trends
- Built and maintained custom Shopify site
- Provided all copy and visual marketing elements for website
- Executed product photography for site and social content
- Managed all inventory and purchasing
- Performed personal Bookkeeping

Production Lead & Master Builder, Lindsey Adelman Studio

Manhattan

Jan 2012 — Oct 2014

Worked with New York Design maven, Lindsey Adelman, managed the production of a 50+ line of lighting fixtures and helped to grow her company and manufacturing process from a scrappy team of 6, to a much bigger team of 23 go-getters!

- Effectively led a team of 5 builders to meet growing product demand and tight deadlines efficiently and cheerfully
- Researched and implemented new production workflow and accompanying software
- Promoted product flow and excellent production efficiency
- Completed production orders within strict deadlines
- Reviewed designs and oversaw production of complex custom light fixtures
- Performed onsite mock-ups and final installation for high profile clients
- Hand built, from start to finish (raw parts to wiring), full line of 50+ in-house designs as well as complex custom projects

EDUCATION

Masters of Industrial Design, Pratt Institute

Brooklyn

Aug 2008 — May 2011

Bachelor's of Fine Art, Sonoma State University

Rohnert Park

Feb 1997 — Jun 2002

COURSES

Intro to UX Design, General Assembly

Apr 2020 — Jun 2021

REFERENCES

References available upon request