

Sara Newman

artofsaranewman@gmail.com
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ABOUT A product designer specializing in softlines and hardlines, especially stationery.

Well-versed in creating cohesive collections from start to finish- from trend and competitor research to illustration and design, creating fun and fresh art that captures a brand's vision.

Skills also extend to creating templates, product specs, and BOMs (bill of materials). Communicates regularly with factories, clarifying needs and reviewing samples for the strongest overall product.

EXPERIENCE SENIOR PRODUCT DESIGNER, El Segundo CA

Yoobi · 2020 - PRESENT · yoobi.com

Creating illustrations and developing new products for Yoobi- a kid's stationery and school supplies company. Responsible for all steps of product creation: from trend & competitor research, template & BOM creation, illustration & design, to sample review & refinement with factories overseas.

Worked alongside Lucasfilm to create a Star Wars back to school collection with custom artwork, debuting at Target stores nationwide in June of 2023.

STATIONERY DESIGNER, Culver City CA

Punch Studio, Lady Jayne Brand · 2018 - 2020 · shopladyjayne.com

Created illustrations and designs for stationery, accessories, and more for a youthful feminine brand. Designed for the Lady Jayne catalog and for private buyers representing stores worldwide. Responsible for trend & competitor research, illustration & design, and sample review & refinement with factories overseas.

2-D GAME ARTIST AND UI DESIGNER, Glendale CA

DreamWorks Animation · 2014 - 2016

Sole artist for the "Tech Initiatives" group under DreamWorks Consumer Products. Main responsibilities ranged from comprehensive boards (for both developers and presentations to executives), to UI design, to final graphic creation for apps and games.

STORYBOARD ARTIST, Burbank CA

Cosmic Toast Studios · SUMMER 2014

Storyboard artist for the online LeapFrog animated series, "Learning Friends."

2-D GAME ARTIST, Van Nuys CA

Animax Entertainment · SUMMER 2013

Created 8-bit illustrations for a "Dark Crystal" online game, found at darkcrystal.com/play.

STORYBOARD INTERN, Burbank CA

Cosmic Toast Studios · SUMMER 2012

Composed storyboards and animatics used in the online animated series, "Powerhouse."

EDUCATION RHODE ISLAND SCHOOL OF DESIGN (RISD), Providence RI

BFA Illustration · 2010–2014

SKILLS SOFTWARE

Expert use of Photoshop and Illustrator