

SARA NEWMAN

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Los Angeles, CA

ABOUT

Accomplished Design Director specializing in licensed consumer products with expertise in creative direction, brand compliance, and retail program execution. Successfully expanded licensing portfolio 10x while delivering award-winning collections for major retailers.

EXPERIENCE

DESIGN DIRECTOR · El Segundo CA

Yoobi · 2024-Present · yoobi.com

Leadership & Growth:

- Expanded licensing portfolio from 1 to 10+ partners over 5 years, managing diverse brand requirements and approval processes across multiple product categories.
- Lead designers and freelancers, providing creative direction and feedback on all new product development.
- Serve as primary liaison between company and external licensing partners, leading weekly design calls.

Strategic Design & Innovation:

- Develop trend-forward product concepts using WGSN trend forecasting to guide innovative stationery, home decor, and accessory designs.
- Create comprehensive moodboards and design direction to ensure cohesive, market-relevant product assortments.
- Ensure 100% brand compliance across all licensed products through rigorous approval processes and licensor portal management.

Retail & Commercial Success:

- Executed dozens of retail programs for Target, creating cohesive and shoppable product assortments.
- Contributed to exponential SKU count growth during peak retail seasons through strategic product development.
- Optimized product designs to reduce costs and improve profit margins across multiple product lines.

SENIOR PRODUCT DESIGNER · El Segundo CA

Yoobi · 2020-2024 · yoobi.com

Served as lead product designer with expertise in illustration, product development, and licensing partner collaboration. Managed complete product creation process from trend research and spec file/BOM development to sample refinement with overseas factories, while maintaining brand compliance across collections for successful retail programs.

DESIGNER · Culver City CA

Punch Studio · 2018-2020 · shopladyjayne.com

Created custom illustrations and designs for a youthful feminine brand. Product types ranged from stationery to home decor and accessories. Responsible for trend & competitor research, illustration & design, spec file/BOM creation, and sample refinement with factories overseas.

GAME ARTIST & UI DESIGNER · Glendale CA

DreamWorks Animation · 2014-2016 · dreamworks.com

Served as a designer within the "Tech Initiatives" department at DreamWorks Animation. Created comprehensive UI/UX wireframes for phone app & online game development partners. Also created polished illustrations and designs used in final apps and games.

EDUCATION

RHODE ISLAND SCHOOL OF DESIGN (RISD) · Providence RI

BFA Illustration · 2010-2014

AWARDS

"Best Retail Program of 2025" (Peanuts 75th Anniversary Target exclusive collection)

"Product of the Year 2025: Stationery" (Universal's "Wicked: For Good" Target exclusive collection)