

Sara Newman

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ABOUT

Sara is a product designer and illustrator based in Los Angeles, CA.

She is well-versed in designing cohesive collections from start to finish- from trend and competitor research to illustration and design, where she creates fun and fresh art that captures a brand's vision.

Her skills also extend to new template and BOM creation, communicating with factories and clarifying needs- then reviewing and refining samples for the strongest overall product.

EXPERIENCE

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.

STATIONERY DESIGNER, Culver City CA

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

Created illustrations and designs for stationery, accessories, and more for the "millennial girl" customer. Designed for the Lady Jayne catalog brand and for private buyers representing stores world-wide. 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 - 2017

Sole artist for the "Tech Initiatives" group under 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."

DESIGN INTERN, Culver City CA

The Arterie · SUMMER 2011

Created sketches and promotional concepts for Universal Pictures' "The Lorax."

EDUCATION

RHODE ISLAND SCHOOL OF DESIGN (RISD), Providence RI

BFA Illustration · 2010 - 2014

SKILLS

SOFTWARE

Expert use of Photoshop and Illustrator