

# SARA OAKLEY

ART DIRECTOR | 608 358 5979 | SARAMARIEOAKLEY@GMAIL.COM  
SARAOAKLEY.COM

## EDUCATION

### BFA IN COMMUNICATION DESIGN, MINOR IN ADVERTISING

Milwaukee Institute of Art & Design, Milwaukee, WI  
Marquette University, Milwaukee, WI

**What I studied:** Graphic design, Web design, Copywriting, Media planning

## SKILLS

Photoshop, Illustrator, InDesign, Dreamweaver, Flash

## EXPERIENCE

### ART DIRECTOR

Shine Advertising, Madison, WI  
March 2010 - present

**What I did:** Created print, outdoor ads and collateral materials, and designed websites and digital media for clients such as Discover Card and Beveri Nutritionals

### ART DIRECTOR

KW2 (Knupp & Watson & Wallman), Madison, WI  
August 2007 - March 2010

**What I did:** Concepted and produced ads for print, TV, web and outdoor, as well as non-traditional media; designed collateral material; worked with writers, photographers, illustrators, programmers and directors

### FREELANCE DESIGNER

Milwaukee Institute of Art & Design, Milwaukee, WI  
May 2007 - May 2008

**What I did:** Designed logos, brochures and signage for gallery exhibitions

### CREATIVE INTERN

Stir, Milwaukee, WI  
May 2006 - May 2007

**What I did:** Concepted and produced print and online ads; designed identities and websites

### GRAPHIC DESIGN ASSISTANT

Boelter Companies Beverage Division, Waukesha, WI  
May - August 2005

**What I did:** Designed logos to be printed on glassware; created promotional flyers and packaging for brands including Miller, Budweiser, Nascar, Pepsi, and the Major League Baseball League

## AWARDS

2010 National Gold Addy  
Featured in **Creative Quarterly**, Issue 21 (January, 2011)  
Featured in **I.D. Magazine's** 2010 Annual Design Review

## REFERENCES

**MIKE BASS** Associate Creative Director, KW2  
Contact: 608 232 2300

**ANDREW NORDQUIST** Former Senior Art Director, Stir  
Contact: 262 853 5365

**PHIL BELAIR** Associate Professor, Milwaukee Institute of Art & Design  
Contact: 414 847 3363