

# SARAH MAIER

GRAPHIC & WEB DESIGNER

SARAHMAIERDESIGN.COM

I am a spirited graphic and web designer with a BFA in Design and now over 7 years of B2B and retail experience where I have managed multiple brands, online shops, and websites, and helped design multiple marketing campaigns and product launches. I also have advanced French and English writing skills.

## Get in touch:

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## EDUCATION

Bachelor of Fine Arts – Major in Design  
Concordia University (2017)

DEC in Graphic & Web Design  
John Abbott College (2013)

Cohort recipient of Creativity Award

## AREAS OF EXPERTISE

Brand Design

Retail Signage

Front-End Web Design + UX

Product Photography

PDF Forms

Label Design

Video & Animation

Email Marketing &  
Customer Journey Mapping

## TECHNICAL SKILLS

WORDPRESS

WOOCOMMERCE

HOOTSUITE

KLAVIYO

SHOPIFY

MONDAY.COM

ILLUSTRATOR

PHOTOSHOP

INDESIGN

HTML CSS

AFTER EFFECTS

ADOBE ACROBAT

## PERSONAL INTERESTS & HOBBIES

- + Making DIY projects and crafts with my Cricut cutting machine
- + Home decor
- + Escape room games
- + True crime and history
- + Skiing & HIIT workout

## WORK EXPERIENCE

### GRAPHIC AND WEB DESIGNER

GROUPE CDREM INC.

MAR 2021– PRESENT

- Developed a complete redesign of Centre du Rasoir and helped reposition the company to convey luxe and quality to a younger target audience.
- Designed a brand new Shopify online store and regularly updated visuals according to each marketing campaign.
- Increased online sales with email marketing and targeted customer journeys, increasing customer retention and repeat purchase rate.
- Designed a new concept store in Ste-Hyacinthe in 2022:  
Created the store facade, store signage, and brand-sponsored retail spaces.
- Created and implemented several digital and in-store seasonal marketing campaigns.
- Handled multi-platform social media content.
- Collaborated with the purchasing department to improve product information management.

### GRAPHIC AND WEB DESIGNER

DERME&CO

MAR 2017 – MAR 2021

- Worked on graphic and web design for B2B for several high-end skincare brands and industry-leading spa products.
- Managed more than six online stores and blogs at once.
- Developed an online affiliate program to help our clients make profits during the pandemic.
- Collaborated and designed for our private label service and developed more than 50 brands under this division.
- Created internal and B2B publications including event design, training presentations, newsletters, and marketing support.
- Designed for retail brand Druide Bio and launched multiple product lines including perfume and organic baby products.

### FREELANCE WEB DESIGNER

ALTITUDE SPA & KIM GREEN DENTAL HYGIENE

Redesigned two business websites and added a whole shopping e-commerce platform. Launched in summer 2020.

### FREELANCE GRAPHIC DESIGNER

Worked on assignments including logo design, brand identity, posters, pamphlets, email newsletters, and more.

*volunteer work*

### DESIGN LEAD & EVENT PLANNING

TEDxCONCORDIA

2015 – 2017

I was part of the executive team for two TEDxConcordia conference events that took place in 2016 and 2017. It is a non-profit organization that allowed me to develop my managerial and logistical skills as well as creative and technical skills. See my portfolio for accomplishments.