

# SARAH FAHY

January 2007 — September 2009

## ■ PROFESSIONAL EXPERIENCE

### ■ AVON ■ ART DIRECTOR

- Designed *mark* cosmetics and fashion magazine/catalog
- Created image boards for new fashion and beauty lines
- Art Directed an array of *mark* promotional material, including invites to *mark* PR fashion events, eblasts sent to magazine editors and promotional material for *mark* consumers promoting new products and special events
- Created branding for launch of *mark* skincare collection
- Created a high-end coffee table book showcasing the *mark* brand
- Collaborated with the sales and marketing team to create a *mark* college campaign
- Organized focus groups to learn about young women's reaction to *mark*'s imagery and typography

May 2005 — December 2006

### ■ NICKELODEON ■ ART DIRECTOR

- Art Directed *Nick Jr. Family Magazine* and *Noodle Magazine*
- Contracted award winning children's illustrators for *Noodle Magazine*
- Created children's content for *Nick Jr. Family Magazine* using characters from Nickelodeon television programs
- Designed posters using original Nick Jr. character art for *Nick Jr. Family Magazine* and Nick Jr. DVD's sold online and in stores
- Managed freelance staff on a weekly basis

November 1999 — May 2005

### ■ LIFESTYLE MEDIA INC ■ ART DIRECTOR

- Art Directed *American Cheerleader Magazine*, *American Cheerleader Junior Magazine*, *American Cheerleader Coaches Handbook*, *CheerBiz News* and *Dance Spirit Magazine*
- Contracted photographers for fashion, still life and fitness shoots, both on location and in the studio
- Styled still life photography for consumer product photo sessions
- Contracted illustrators for ongoing monthly projects
- Created in-house photography archive system for all original and provided photography

April 1999 — November 1999

### ■ ST. MARTINS PRESS ■ ASSOCIATE ART DIRECTOR

- Designed brochures, catalog spreads, order forms, sell-sheets, advertising for newspapers and magazines and various other promotional material

August 1995 — May 1999

## ■ EDUCATION

### ■ PURCHASE COLLEGE STATE UNIVERSITY OF NEW YORK

Major ■ Visual Arts

Concentration ■ Graphic Design

April 1994 — September 1994

### ■ COOPER UNION

- Fine Arts Summer Program

## ■ SKILLS

### ■ COMPUTER

- Adobe InDesign ■ Adobe Photoshop ■ Adobe Illustrator
- Flash ■ Dreamweaver ■ Microsoft Word ■ QuarkXpress

### ■ ARTISTIC

Photography ■ Illustration