

Sarah Stepic Pisani



Experience

Senior Art Director of Global Brand and Creative Services Commvault | 2015 - present

- Create, direct and guide high-performing, on-brand visuals across multiple platforms including print, web, email, social, experiential, and promotional products with quick turnarounds and budget constraints
- Lead productive and creative collaboration across various internal and external teams, including brand and digital agencies, comms, marketing, dev, and C-suite
- Manage, prioritize and delegate department's weekly sprint workloads; guide junior designers and provide creative feedback for efficient project flow
- Oversee and approve compliance with corporate brand guidelines and strategy across all graphic deliverables created internally and externally
- Managed creation of new corporate brand portal and established process; developed partner guidelines and steered collaboration with stakeholders
- Key contributor to rebranding campaign; lead efforts across vendors and internal teams to create a variety of digital asset templates ensuring visual consistency
- Coordinated with C-suite to create main stage presentations for international conference

Principal Stepic Design (formerly refineDzine) | 1998 - 2016

- Created cohesive brand identities that successfully translate business mission statements into visually pleasing and memorable icons
- Carried corporate identity through to printed and digital marketing collateral, including websites, banner ads, Eblasts, newsletters, presentations, programs, printed ads, posters, corporate invitations, and convention signage
- Managed, maintained, and updated a non-profit website, oversaw registration campaign, managed registrants, and created categorized email distribution lists; monitored analytics
- Developed concepts for event-driven direct mail campaigns for legal publishing company with limited resources and budgets
- Successfully managed simultaneous projects and coordinated with multiple suppliers and printing resources with acute attention to details
- Created client-driven, high-end, custom, couture invitations and engineered unique dimensional solutions for upscale stationery

Senior Art Director Harrison & Star | 1994 - 1998

- Developed ad campaigns for pharmaceutical clients, including Abbot, Bracco, Bristol-Myers Squibb, Cephalon, GlaxoSmithKline, Merck, and Sanofi
- Collaborated with writers on concept development and designed collateral for new business pitches
- Developed brands; designed logos and a multitude of materials, including journal ads, sales sheets, patient kits, visual aids, and packaging
- Managed commissioned artists and directed photoshoots

Summary

As a leader passionate about design, I direct creative projects across multiple platforms and teams. I create on-brand concepts and strategies, guide the generation of sophisticated and engaging visual content, and deliver production-ready print, digital, and social assets for large-scale marketing campaigns.

Education

New York University
BA with a
Concentration in
Graphic Design
Graduated Cum Laude

**American Graphics
Institute**
UX Design Certificate

School of Visual Arts
Graphic Design Classes

Skills

**Adobe Creative Suite
Sketch**
Microsoft Office
Working knowledge
of HTML, CSS and
JavaScript

Contact

732.610.1496
stepicdesign.com

