

# SARA DENNIS

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## SUMMARY

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Designer and animator with 10 years experience in the edtech, marketing, and entertainment industries. I am a strategic problem solver and collaborator with a swiss army knife skill set.

My core competencies include: branding, visual design systems, ui design, 2D animation, interactive prototyping, collaboration, and public speaking.

## EXPERIENCE

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### UI Artist

#### Dreambox Learning | May 2022 - Present

Led visual design concept and production for the in-lesson experience for Dreambox Learning's early educational product.

Collaborated with multiple teams to define, evolve, and apply consistent brand expression and design system through all phases of the product design process.

Partner with UX to establish functionality and usability requirements, user pain points, and develop research-based strategies for improvement and scalability.

Produce prototypes in Figma to present design rationale and visual choices to cross-functional teams and key stakeholders.

Create production-ready design deliverables and art assets, partnering with game engineers to ensure proper implementation according to brand standards.

### Creative Director - Utopian Tailgate\*

#### Fifty/50 Restaurant Group | May 2018 - August 2019

Conceptualized and pitched brand strategies to major stakeholders including C-Suite executives.

Oversaw the execution of multi-disciplinary brand expressions throughout duration of project - includes social media, merchandise, digital and OOH advertising, and interior design brand expressions.

Collaborated with external partners and contractors on interior design, restaurant layout and architectural decisions to ensure alignment with brand identity.

Established logo and brand guidelines.

### Art Director\*\*

#### The Second City | May 2018 - May 2020

Art directed and designed multi-disciplinary brand expressions for The Second City Inc. and its 10+ sub-brands - includes social media, merchandise, digital and OOH advertising, and interior design brand expressions.

Design or strategy lead on roughly 3,500 projects in 5 years (2.7 assigned per business day).

Worked collaboratively and frequently presented style guides (including moodboards, style frames, colors and fonts) within cross-functional teams including executives, stakeholders, and strategists.

Maintained relationships and managed budgets with outside vendors and contractors.

## PREVIOUS EXPERIENCE

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**Animator** | Barbri Global, Oct 2021 - May 2022

**Lead Animator** | Augenblick Studios, May 2021 - Sept 2021

**Graphic Designer** | Imagination Agency, Sept 2017 - May 2018

**Junior Graphic Designer\*\*\*** | The Second City, Jan 2016 - Sept 2017

**Graphic Designer** | Acme T-Shirts, August 2013 - Oct 2015

## SKILLS

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### Program Proficiencies:

Figma	InDesign
Photoshop	After Effects
Illustrator	Premiere
Animate/Flash	

### Design Skills:

User Interface Design	Typography
Prototyping	Pitch Decks
Design Systems	Mood Boards
Interaction Design	

### Other Cool Skills:

2D Animation	Public Speaking
Collaboration	Creative Problem Solving
Project Management	Improv Comedy Training

## EDUCATION

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### DePaul University | May 2024

Master of Fine Arts - Animation

### University of Missouri | Dec 2015

Bachelor of Fine Arts - Graphic Design

## AWARDS

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### Best Animated Comedy Short

Tooth Fairies, Women's Comedy Film Festival | 2021

### Finalist - Best Animated Comedy Short

Tooth Fairies, Houston Comedy Film Festival | 2020

### \*Finalist - Restaurant Design of the Year

Utopian Tailgate | Eater Chicago, 2019

### \*\*Ensemble Award

Peer-nominated award for excellence in collaboration | The Second City, 2019

### \*\*\*International Design Award

Outstanding publication design for the Training Center Course Catalog | The Second City, 2017