

SARAH DUGAY

SENIOR GRAPHIC DESIGNER / BRAND DESIGNER / ILLUSTRATOR

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Senior Graphic Designer with 6+ years of experience creating thoughtful brand experiences across digital, print, experiential, and illustration. Passionate about solving complex creative challenges through strategic thinking, collaboration, and impactful visual storytelling.

EXPERIENCE

ATHENAHEALTH / SENIOR GRAPHIC DESIGNER

AUGUST 2021 - PRESENT

- Partnered with cross-functional stakeholders to execute integrated marketing campaigns across digital, print, video, and experiential activations
- Concepted new illustration styles and developed branded murals in global office spaces, expanding the company's visual identity
- Led creative direction of experiential graphics for industry and internal events, including athenahealth's flagship event, Thrive, attracting 3k+ attendees
- Produced direct mail campaign assets, including a campaign that drove 65+ held meetings, \$1M+ in gross adds, and \$47K in new bookings
- Mentored junior designers through critiques and feedback, ensuring brand standards and elevating overall creative quality

STUDENTUNIVERSE / JUNIOR GRAPHIC DESIGNER

OCTOBER 2019 - APRIL 2020

- Designed marketing assets across web, email, social media, paid advertising, and print campaigns
- Built and maintained landing pages using HTML and CSS
- Collaborated with marketing and front-end development teams to implement cohesive digital experiences

IROBOT / DIGITAL DESIGN AND UX INTERN

JULY 2018 - DECEMBER 2018

- Developed digital experiences including website mockups, banner campaigns, email marketing, and promotional assets within an agile product environment
- Served as lead designer for the holiday peak campaign, presenting concepts and design rationale directly to stakeholders
- Contributed to UX improvements by applying atomic design principles, Pattern Lab, and Sketch to create scalable design systems

GERBER TECHNOLOGY / MARKETING AND DESIGN INTERN

JUNE 2017 - AUGUST 2017

- Designed digital marketing assets for web, social media, and advertising campaigns along with maintaining and retouching product imagery
- Created UI mockups for a client portal experience

EASTERN CONNECTICUT STATE UNIVERSITY / GRAPHIC DESIGNER

AUGUST 2016 - MAY 2018

- Aligned with student organizations to understand event objectives and design promotional campaign assets that increased participation across campus

FREELANCE / GRAPHIC DESIGNER AND ILLUSTRATOR

MAY 2016 - PRESENT

- Translated client goals into strategic visual solutions by developing brand identities, marketing collateral, and digital assets
- Designed logos, illustrations, motion graphics, and infographics for businesses spanning a variety of industries

EDUCATION

EASTERN CONNECTICUT STATE UNIVERSITY

BA New Media Studies 2018

Concentrations in computer science and visual arts

SKILLS

Photoshop
Illustrator
InDesign
After Effects
Premiere
Firefly
Figma
HTML/CSS
Microsoft Office