📱 253-347-5149

✉ hello@saricross.com

🌐 www.saricross.com

S A R I

RECENT WORK

SENIOR DESIGNER

OfferUp, January 2024 - present

- Collaborated with the UX team to design high-level and granular updates to the OfferUp app and website
- Worked with fellow designers to revamp and upkeep a brand style guide, icon library, and company wide design systems
- Designed marketing materials, including emails, ads, collateral, web pages, motion pieces and more

SENIOR ART DIRECTOR

Amazon Photos, May 2022 - January 2023

- Worked closely with the creative director to build a holistic vision for Amazon Photos across all customer facing touch points in 8+ countries, leading visual design across merchandising and marketing programs
- Managed a team of FTEs and contractors, creating a collaborative culture, providing concise feedback, scoping initiatives, assigning workload, and ensuring high quality creative output
- Art directed design and video projects from conception to delivery and developed scalable design systems, including implementing new design standards, methods, and processes

SENIOR ART DIRECTOR

HLK Agency, November 2021 - April 2022

- Worked collaboratively with copywriters and other designers to develop high-quality, strategic and effective creative, including both pitches and fully executed campaigns
- Provided art direction and design work on a wide variety of projects, such as print campaigns, packaging, digital ads, website design, marketing and sales materials, displays, emails, etc.

ART DIRECTOR AND SENIOR DESIGNER

Amazon Devices, June 2020 - July 2021

- Art directed Echo, Kindle, Fire TV and Smart Home product launches from concept to completion, including design execution and traditional and CG photo shoots
- Led concept ideation, design production, and technical implementation for annual online merchandising style guide supporting nine product categories used globally
- Led art direction of visuals for the automation tool responsible for ~85% of banner creative in North America
- Designed refreshed packaging for the Fire Tablets product line with a focus on consistency, simplicity and accessibility, establishing visual tenets implemented across all product lines

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S A R I

RECENT WORK

DESIGNER

Amazon Devices, April 2016 - June 2020

- Lead designer on several new to world and dozens of gen-over-gen product launches across the entire Amazon Devices catalogue
- Lead designer for events, determining visuals and overseeing production for mass marketing campaigns
- Helped build design optimization tools and templates for both handmade and automated merchandising, reducing SLAs by 40%
- Strategized, developed, and implemented brand guidelines for internal and third party vendor usage, increasing accuracy and consistency as well as creating a uniform tone of voice

WEB DESIGNER

REI, June 2015 - March 2016

- Collaboratively designed and executed a fully responsive e-commerce site to better meet customer needs, specifically focusing on the overall visual approach, creating the recurring modules used as building blocks throughout the site, and making intuitive user experiences for the navigation, shopping, and checkout pages
- Designed high-quality, scalable, on-brand campaigns across all digital marketing channels, templatizing and documenting the process to improve SLAs and increase consistency

EDUCATION

SEATTLE UNIVERSITY

Bachelor of Arts in Graphic Design, 2011 - 2013

HIGHLINE COMMUNITY COLLEGE

Associate of Arts, 2009 - 2011

SKILLS

- Adobe Creative Suite
- Apple Suite
- Art Direction
- Branding and Brand Strategy
- Digital Marketing
- Figma
- Graphic Design
- Interactive Design
- Management
- Mentorship

- Microsoft Office Suite
- Photo Production
- Sketch
- Social Media Marketing
- System Design and Process Improvement
- Templatization
- Typography
- User Experience Design
- Video Production
- Web Design