



# SARA EARLE

## GRAPHIC DESIGNER



Wichita, KS



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www.saraearle.com

## RELEVANT SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere
- Typography & Layout
- Color Theory & Correction
- Branding & Visual Identity
- Print Design
- Photography
- Social Media Management

## Objective

Experienced senior graphic designer with 10 years of expertise in branding, 3D modeling, video editing, and multimedia design. Proven ability to lead creative projects, collaborate with teams, and deliver visually compelling solutions across print and digital platforms. Seeking to contribute creativity, strategic thinking, and technical skills to drive impactful design and support organizational goals.

## Experience

### Visual Information Specialist, McConnell AFB

Wichita, Kansas

December 2020 - Current

- Serve as lead designer for FSS Marketing, overseeing creative projects from concept through execution.
- Create visual text and concepts using Adobe Illustrator, InDesign, Photoshop, and After Effects to effectively communicate ideas that inform and engage audiences.
- Develop overall composition and production design for advertisements, brochures, videos, digital content, and other marketing materials.
- Utilize animation, audio, and video editing software to produce video content for television, digital advertising, and social media platforms.
- Manage and curate social media accounts for the Force Support Squadron, including Facebook and Instagram, to enhance community engagement.
- Update and maintain content for the refuelmccconnell.com website, ensuring accuracy and brand consistency.

### 2D/3D Freelancer

(Currently working remotely)

February 2018-Current

- Designed print and digital marketing materials for a wide range of clients including branding, packaging, social media, and e-commerce content.
- Created 3D mockups, custom models, textures, and lighting for product visualization, games, and promotional use.
- Developed high-quality rendered scenes for use in client portfolios, websites, and advertising campaigns.
- Produced marketing content tailored for platforms like Amazon and Shopify to enhance product presentation and drive engagement.
- Collaborated with creative teams across industries to deliver on-brand visual solutions from concept to final production.

### 2D/3D Game Asset Artist, Healthy Games - Kingston University

London, United Kingdom

October 2016-September 2017

- Created low-poly 3D models to be imported into Unity for Cigbreak - a game to help players quit smoking
- Worked with a team of UX designers, game designers, & game programmers
- Designed the page layouts for the app
- Created 2D buttons and icons

## Education

### Kingston University – London, UK

Master's Degree, Computer Animation (2016–2017)

### Wichita State University – Wichita, KS

Bachelor of Arts, Studio Art (Drawing) & Creative Writing (2009–2012)

### Cowley College – Arkansas City, KS

Associate of Arts, Art Studies (2007–2009)