



saragiessen.com
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About

I am a creative director & product designer seeking to bring more light and joy to the real world through interactive design and thoughtful leadership.

Areas of Focus

Creative Direction
Product Design
Art Direction
Video Direction
Branding Strategy

Design Tools

Adobe Creative Suite
Figma
Sketch
Descript

References are available upon request.

RESUME / CV
AUGUST 2023

Work Experience

Sabbatical + Freelance

May 2022 - August 2023

After 15 years of commitment to my clients and agencies, I took time off to reset and connect with creative partners and projects that seek to improve the world in which we live.

The Industrious

Creative Director, Founding Member

July 2015 - May 2022

As a founding member of this boutique digital agency, I was involved with all aspects of the creative team: hiring and managing contract and full-time creatives, and running projects from concept to design to implementation.

DIRECTV, AT&T, Swiss Sense (NL), C&A (DE), WB Games

EWI Worldwide

Senior Art Director, Creative Director

February 2012 - April 2015

Working with the Digital Engagements group, I designed interactive experiences for live environments. As creative director, I led concepting of the digital aspects of the agency's pitches, hired and managed creatives, and continued to work hands-on in the design & production process.

Subaru, KIA, Great Park Neighborhoods (Irvine, CA), AT&T

Razorfish

Intern, Designer, Sr. Designer, Art Director

May 2008 - February 2012

I worked on an evolving range of digital design: from online ads to microsites, e-commerce, and touch-based interactives.

Delta Airlines, Burt's Bees, Southwest Airlines, USAA, H&R Block