

# sara aurea lai

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[saralaicreative.com](http://saralaicreative.com)

510 325 4546

## walmart \_ graphic designer

jul 2022 - jan 2024 • via alliances management • remote

Designed digital marketing assets for site and CRM for the Walmart home vertical. Collaborated with design team, copy writers, stakeholders, and producers to successfully execute creative requests and meet targeted deadlines. Supported cross category work for national holiday campaigns and initiatives.

## maternity leave

jan. 2022 - jul. 2022 • bay area, ca.

## poke house inc \_ design + marketing manager

feb. 2021 - dec. 2021 • san jose, ca

Executed overhaul and relaunch of online ordering platform and app to improve customer experience. Conducted user interviews, revised user experience flows, and redesigned web and app elements. Developed social media campaign templates for new location and new product marketing.

## shutterfly inc \_ graphic designer 2

jul. 2019 - may 2020 • redwood city, ca

Supported all brand digital marketing channels (social, web, app and CRM), and served as a main concept designer for new seasonal social media animations. Owned design marketing expression on the storefront app and developed app design guidance for internal design teams.

## gimbal \_ visual designer

may 2018 - sept. 2018 • san francisco, ca

(from Drawbridge media team acquisition)  
Facilitated transition of rich media ad creation from engineering to designers to optimize production process, by supporting sales + account partners, exploring technical capabilities and developing training documentation and tutorials for creative team.

## drawbridge inc \_ visual designer

nov. 2015 - may 2018 • san mateo, ca

Developed new rich media interactive ads and ad templates for strategic clients to improve campaign performance; supported ad design process for over 200 media clients (\$3M+ Q4 business). Implemented a new project management style for design team, providing solutions to optimize work-flows and processes.

## founders network \_ design manager

jun. 2014 - may 2015 • san francisco, ca

Designed print and web assets for all communication channels and events including landing pages, decks, social media assets, emails, and high fidelity product mocks for engineers.

## EDUCATION

Loyola Marymount University '14  
BA Studio Arts, Graphic Design  
Summa Cum Laude  
Scholar of Distinction Award, 2014

## TOOLS

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Lightroom  
Figma  
Adobe After Effects  
Sketch  
Adobe Workfront  
Trello  
AirTable