

Sarah Durkee

Art Director • Product Designer

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[LinkedIn](#)

Summary

Multidisciplinary creative leader with 15+ years of experience spanning product design, brand development, and campaign execution. Known for a meticulous eye for detail—whether it's a misaligned pixel, inconsistent tone, or an overlooked user journey—I sweat the small stuff so the big picture shines. Equal parts art director and strategist, I blend user-centered design with high-impact storytelling to craft experiences that build trust, drive growth, and push creative boundaries. Proven success leading teams, scaling design systems, and delivering standout creative across B2B and consumer brands of all shapes and sizes.

Experience

Tradier, Inc. — Product Designer (Remote) | June 2023 – Present

- Redesigned Tradier's mobile app using stakeholder and client feedback, delivering interactive prototypes and presenting to execs throughout the deadline-driven project.
- Overhauled the Live Education Platform UX, collaborating with developers and content teams.
- Implemented and built a robust knowledge base and onboarding experience, including guided tours helping to create better product adoption, more brand awareness and enhanced customer confidence.
- Lead cross-functional creative/marketing initiatives across social, video, email, and trade campaigns.
- Maintain brand and compliance standards across all visual and copy assets (SEC/FINRA aligned).

Simpler Trading — Art Director (Remote) | Apr 2021 – May 2023

- After being promoted to AD, I continued to expand and evolve the brand—leading all creative direction across digital, video, and print assets.
- Designed and executed high-performing campaigns tailored to a trader-centric audience.
- Mapped user journeys and optimized UX for product launches, onboarding, and retention flows.
- Managed and mentored junior designers, planned and maintained timeline deliverables, and partnered with marketing leadership to align creative with growth goals.

Simpler Trading — Senior Graphic Designer (Austin, TX) | Nov 2015 – Apr 2021

- Spearheaded the creation of Simpler Trading's core brand identity—building the foundation that continues to define the company's visual presence across platforms and campaigns.
- Developed modern, conversion-driven assets for direct response campaigns, lifecycle communications, and seasonal promotions.
- Collaborated cross-functionally with marketers, writers, and leadership to refine messaging and elevate creative execution.
- Contributed hands-on design, illustration, and photography to support multi-channel initiatives.

Sport Clips — Senior Creative Marketing Specialist | Apr 2015 – Nov 2015

- Led the full brand development for ‘Vent Blotique,’ a women-focused salon concept including website, mobile app, in-store branding, and all print collateral.
- Designed radio, print, and social ad creative, and user experience in collaboration with external PR and dev agencies.
- Championed local marketing with neighborhood activations, event-based campaigns, and coupon strategy.

Affinipay — Graphic Designer | Feb 2012 – Apr 2015

- Designed digital and print campaigns, managed brand identity, and maintained UX across web properties.
- Oversaw Creative Services budgets and vendor relationships.
- Led creative for user manuals, welcome kit packaging, and inventory systems.

Minuteman Press — Graphic Designer | Oct 2010 – Jan 2012

- Designed everything from large-format print materials including signage and vehicle wraps to business collateral including business cards, brochures, and more.
- Consulted with clients and oversaw print production and workflow optimization.

Sharp End Publishing — Graphic Designer | May 2008 – Nov 2011

- Designed books from cover to cover, with intricate character and paragraph styles for efficient versioning updates, illustrated climbing maps and iconography, and designed ads; led full layout and pre-press production process.
- Managed client relationships with authors, advertisers, and photographers.
- Curated photographs from world-wide submissions to design and produce the annual ‘Women of Climbing’ calendar.

Additional experience and project highlights available on my [LinkedIn profile](#).

Education

University of Mary Hardin-Baylor | 2003 – 2007

B.S. in Computer Graphics Design (with Minors in Art & English)

Core Competencies

Creative Direction • Brand Development • UX/UI Design • B2B & SaaS Campaigns • Cross-Functional Leadership • Paid Media Strategy • Design Systems • Video & Motion Storytelling • Compliance-First Creative • Lifecycle & GTM Campaigns