

Sarah Durkee

Creative Lead | Art Director | Brand Strategy & Visual Identity

 (512) 699-2457

 sarahkdurkee@gmail.com 

 Round Rock, TX

 www.DurkeeDesign.com 

EDUCATION

2003-2007

Bachelor of Science

Computer Graphics Design with a
double minor in Art & English

SKILLS

Brand Strategy

Creative & Art Direction

Visual Identity Systems

Brand Guidelines

Campaign Development

Concept Development

Visual Storytelling

Typography

Layout

Digital Design

Print Design

Presentation Design

Executive Presentations, Web

Design

Email Marketing

Social Creative

Product Launches

Event & Experiential Design

Design Systems

UX-Informed Visual Design

Creative Review

Vendor Management

Print Production

Creative Project Management

PROFILE

Senior brand designer and creative leader with 15+ years of experience turning complex ideas into clear, engaging experiences across fintech, education, publishing, and technology. My work spans visual identity, campaigns, product launches, education, digital, print, experiential, and motion, with a strong foundation in systems thinking, customer journeys, and cross-functional collaboration. I bring that product perspective back into brand work to create experiences that feel thoughtful, useful, and easy to trust.

WORK EXPERIENCE

Tradier, Inc. | Creative Lead, Brand & Design | Jun 2023 - Present

At Tradier, I lead creative direction across the brand and serve as a bridge between Product, Marketing, Engineering, Compliance, and executive leadership. My role has evolved from its original product-design focus into broader ownership of brand evolution, executive communications, creative systems, and the overall visual consistency of the company.

- Recently Led Tradier's company-wide rebrand, including the redesign of the visual identity, logo, website, and broader brand expression.
- Serve as the creative connection between Product and Marketing, helping translate business goals, product strategy, campaign needs, and customer experience into a consistent visual language.
- Partner directly with C-suite leadership on executive and board presentations, helping shape complex business, product, and company narratives into clear, polished visual stories.
- Develop and direct creative across product launches, conferences, large-format advertising, merchandise, partner experiences, presentations, and other high-visibility brand touch points.
- Built and maintain Tradier's customer education ecosystem across onboarding, guided tours, knowledge-base content, explainer materials, video, and motion, using clear visual storytelling to make complex financial concepts easier to understand.

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EXPERTISE

// SOFTWARE

Adobe Creative Cloud

Adobe XD

Figma

Microsoft Applications

WordPress

Monday.com

Basecamp

GitHub

Slack

Loom

ChatGPT

Claude

AI-Assisted Creative Workflows

LEARN MORE ABOUT MY EXPERIENCE:



LinkedIn Portfolio



Portfolio Website



Let's Connect

Thanks for taking the time to look through my resume! I would love to talk to you about any opportunity you think might be the right fit for my skill sets.

WORK EXPERIENCE...

Simpler Trading | Art Director | Apr 2021 - May 2023

After establishing Simpler's foundational brand identity as Senior Graphic Designer, I stepped into the Art Director role to evolve and scale the system—expanding creative frameworks, leading high-impact campaigns, and strengthening brand consistency across all touch points.

- Directed the evolution of Simpler's visual identity across digital, video, and print environments.
- Led the design and execution of multi-channel campaigns—including product launches, promotions, educational series, and event marketing—tailored to a trader-centric audience.
- Guided and supported a growing team of designers, establishing creative standards and scalable workflows that maintained quality while increasing campaign velocity and complexity.

Simpler Trading | Senior Graphic Designer | Nov 2015 - Apr 2021

From the ground up, I created Simpler Trading's core brand identity—a system designed to be bold, clear, and conversion-oriented. Everything from the logo mark to the typography to the digital color palette was designed with both performance and longevity in mind. That system still defines the company's look and feel across all platforms and touch points today.

- **Performance-Driven Creative:** From lifecycle email design and webinar landing pages to social campaigns and promotional funnels, every touchpoint was designed with conversion and clarity in mind.
- **Cross-Functional Collaboration:** I partnered closely with marketers, copywriters, product managers, and executives to ensure our visuals matched the tone and strategic intent of each campaign. I helped shape everything from early brand messaging to complex funnel logic and content hierarchy..
- **Hands-On Execution:** This wasn't just a leadership role—it was sleeves-rolled-up, hands-on design. I contributed photography, illustration, motion experiments, and digital layout expertise. I knew the work inside and out because I was building it—pixel by pixel.