

## Sarah Durkee

Brand & Product Designer

Round Rock, TX | [sarahkdurkee@gmail.com](mailto:sarahkdurkee@gmail.com) | 512-699-2457 | [durkee-design.com](http://durkee-design.com)

### Professional Summary

Brand Designer with 15+ years of experience building scalable visual identity systems and high-quality brand assets across digital, web, campaign, and print environments. Experienced leading the evolution and governance of visual identity systems within high-trust B2B and fintech environments. Strong typographic and compositional foundation with a track record of translating creative briefs into scalable templates and visual systems that improve consistency, clarity, and operational efficiency. Collaborative partner to marketing, product, and leadership teams.

### Core Skills

- Brand Identity & Evolution
- Visual Systems & Scalable Templates
- Digital, Web, Campaign & Print Design
- Typography & Layout Design
- Cross-Functional Collaboration
- Brand Governance in Regulated Environments
- Figma & Adobe Creative Suite
- AI-Assisted Creative Workflows

### Professional Experience

#### **Tradier — Product & Brand Designer (June 2023 – Present)**

- Design high-quality brand assets across digital, web, lifecycle campaigns, and event materials while contributing to the evolution of the company's visual identity system.
- Develop scalable layouts, modular templates, and visual systems supporting onboarding, education, and growth initiatives.
- Apply strong typographic hierarchy and layout systems to improve clarity across complex product communications.
- Partner cross-functionally with Product, Marketing, Engineering, and Compliance to translate creative briefs into polished visual solutions.
- Maintain brand governance across customer-facing assets in a regulated financial environment.
- Drive cross-platform brand consistency by refining typographic hierarchy and visual systems across mobile, web, and marketing channels.

### **Simpler Trading, LLC — Art Director (2021–2023) | Senior Graphic Designer (2015–2021)**

- Led the development of the company’s core brand identity from the ground up, establishing the visual foundation still in use today.
- Directed cross-channel brand campaigns across digital and print touchpoints within a high-trust financial services environment.
- Built and maintained modular brand systems supporting product launches and go-to-market initiatives.
- Established scalable design templates to increase output consistency and speed across marketing initiatives.
- Guided a team of designers to uphold a high bar for visual craft and cohesive brand execution.

### **AffiniPay LLC — Graphic Designer (2012–2015)**

- Designed onboarding materials and educational assets supporting adoption of regulated financial software products.
- Maintained UX consistency and brand governance across web properties and customer-facing documentation.
- Collaborated with product and customer success teams to improve clarity and usability of support materials.

### **Earlier Experience**

#### **Sharp End Publishing — Graphic Designer**

Designed instructional guidebooks, established scalable layout systems, and managed full pre-press production.

#### **Minuteman Press — Graphic Designer**

Produced customer-facing materials across print and environmental formats with strict quality control.

### **Education**

#### **Bachelor’s Degree, Computer Graphics Design (Double Minor in Art & English)**

University of Mary Hardin-Baylor — Belton, TX — 2003 to 2007