

Sarah Durkee

Senior Brand Designer | Brand Strategy • Storytelling • Human-Centered Design

Round Rock, Texas | [Portfolio](#) | [LinkedIn](#)

Professional Summary

Brand and product designer with 15+ years of experience building trusted experiences across fintech, education, publishing, and technology. Specializes in translating complex, high-stakes information into clear, human-centered communication across campaigns, digital products, educational content, and brand systems. Partners closely with Product, Marketing, Growth, and executive leadership teams to create meaningful customer experiences that build confidence, understanding, and trust. Brings additional capabilities in motion design, explainer content, and multimedia storytelling to support education and engagement initiatives.

Core Expertise

Brand Strategy • Campaign Development • Creative Direction • Storytelling • Educational Content • Lifecycle Marketing • Visual Identity Systems • Cross-Functional Collaboration • Design Systems • Marketing Design • Event & Experiential Design • Print Production • Vendor Management • Adobe Creative Suite • Figma • Adobe After Effects • 2D Motion Graphics • Explainer Video Production

Professional Experience

Tradier | Product Designer | June 2023 – Present

- Leads brand, marketing, product, and educational design initiatives across web, mobile, events, and customer communications.
- Creates onboarding experiences and educational ecosystems including explainer videos, knowledge base content, and motion graphics that help customers understand complex concepts and platform functionality.
- Designs event campaigns, presentations, trade show materials, branded merchandise, and marketing collateral.
- Partners with executives, marketing teams, and product stakeholders to align storytelling, visual identity, and business goals.
- Develops scalable design systems used across customer-facing experiences and internal teams.
- Creates company overview videos, show intros, branded animations, and presentation motion assets to support marketing and customer engagement initiatives.

Simpler Trading | Art Director | April 2021 – May 2023

- Directed creative strategy across acquisition campaigns, product launches, email marketing, social media, web experiences, and events.
- Provided creative direction and partnership to illustration and motion production vendors across concept development, production, and final delivery for campaigns, educational content, and customer-facing experiences.
- Led and mentored a team of designers while maintaining quality and consistency across hundreds of customer touchpoints.
- Built and evolved scalable brand systems supporting growth, retention, and customer education.

Simpler Trading | Senior Graphic Designer | November 2015 – April 2021

- Designed integrated campaigns spanning email, social, digital advertising, webinars, landing pages, and print.
- Translated complex financial and educational concepts into approachable customer-facing experiences.
- Developed presentations, sales collateral, event materials, and educational content supporting business growth.

AffiniPay | Graphic Designer | February 2012 – April 2015

- Supported brand and marketing initiatives in a highly regulated software environment.
- Created websites, print collateral, customer education materials, advertising, and lifecycle communications.

Durkee Design | Freelance Designer | 2010 – Present

- Partner with clients across education, publishing, and professional services to develop brands, websites, books, and campaigns.
- Manage projects from strategy and concept development through final production and launch.

Education

Bachelor of Science in Graphic Design
University of Mary Hardin-Baylor (2003-2007)