

# SARAH DOHM



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## SUMMARY

- 12 years managing, leading and scaling design teams, 5 years in Creative Operations management
- Demonstrated ability to develop, apply and maintain design systems, project & asset management systems and brand guidelines
- Intuitive knowledge of how design relates to user experience
- A collaborative and strategic leadership style with proven cross-functional communication skills
- Creative mindset and a deep understanding of creative processes including end-to-end product development
- Invested in infrastructure – what the team needs to work more efficiently
- 18+ years of professional graphic design experience

I *value harmony* and actively seek ways to work with what is in front of me, draw the best out of others and champion individual excellence.

## PROFESSIONAL EXPERIENCE

### EDUCATION

#### Agile for Design Team Management

*Coursera 2018/2019*

#### Project Management

for Communication  
Design, Social Media  
Strategy, Social Media  
Video Strategy  
*UBC - Continuing  
Education 2015*

#### Interaction Design Specialization,

Certificate Program.  
*University of San Diego  
2018*

#### Continuing Ed. Course Work; Communication

Design, Indesign,  
Advanced Illustrator,  
Excel, Design Business  
Management,  
Typography,  
*Emily Carr University  
2004 – 2008*

#### Attestation d'Etudes

Collégiales (College  
Diploma) in Multi-Media  
Design.

#### Senior Manager Creative Services (Design Operations)

**Dec 2019 – Present**

##### [Saje Natural Wellness](#)

- Oversee design direction of all marketing, pr, social, internal, executive channels driving \$64M of revenue in 2021
- Design team development - motivated and encouraging leader responsible for team health, resourcing, design direction, communication coaching, growth plans
- Owner of all design operations under the Creative Services umbrella (photography, marketing design, package design, project and people management)
- Primary leadership role relied on cross-functionally to connect-the-dots and answer all projects' needs efficiently, on time and on budget
- Owner of departmental budget (weekly/monthly/annual FP&A reconciliation)
- Sole implementer of project management tool across 9 cross-functional teams (Asana) building out custom areas and traffic management SOPs
- Strategic project lead (capital investment level); digital asset management system plan and implementation, product lifecycle S.O.P, digital artwork approval process (management system vetting and implementation)

#### Design Manager

##### [Farmboy Fine Arts™](#)

**June 2016 – Dec 2019**

Design direction of hospitality art collection proposals for international hotels, cruise lines, private residences, restaurants, resorts and healthcare clients (St. Regis, IHG, Ritz Carlton, Nomad Virgin Voyages +)

- Cross-functional, respected team leader overseeing \$17M portfolio of interior design clients
- Client communications, pitches and design briefs; demonstrated understanding of physical environments, special relationships between objects, art and people
- Design team management; scaling, onboarding, off-boarding, mentoring, training, performance reviews
- Management coach for the organization's new managers
- New business strategy and implementation

Academie Du Design  
International 2001 –  
2003

Recipient: Academic  
Excellence Award

**BFA Honours**, Painting,  
Drawing and Multi-  
Media Design  
Concordia University  
1999 – 2001

- Built out in-house production design department
- Solutions-based, creative leadership that closed the gaps between the design, sales and finance departments
- Gighly immersed in the communication design details and client facing needs in a high volume environment

**Owner**  
[Dohmain.ca](http://Dohmain.ca)

**Sept 2003 – Present**

- Art direction, brand strategy, concept development, graphic & interactive design of websites, identity systems and communication plans.
- Maintain clients in the business, design, gourmet food, film/production, fashion, retail, non-profit, and PR.

**Lead Graphic Designer**  
[Tourism Richmond Association](http://Tourism Richmond Association)

**2012 – 2014**

- Layout design, project management (pre-press through design and delivery)
- Web updates & strategy
- Marketing materials for print, web and social media platforms.
- Placement performance research, tracking, analysis and executive summaries.
- Brand development & strategy for international campaign “365 Days of Dining”
  - Program generated over 5000 additional room nights for hotels (stakeholders)
  - Program reached over 14k on social media channels (within the first year)

**Head Graphic Designer**  
[Global Collective Design \(Arson & Orb Clothing\)](http://Global Collective Design (Arson & Orb Clothing))

**2008 – 2011**

- Brand management; design, art direction, web strategy; design and management
- Manager of Junior Graphic Designer & contractors.
- Responsible for all graphic applications and programs on \$14M worth of product in the \$24M company. Applied graphics (on-garment), promotional and package design.
- Photography director; location scout, stylist, talent screening, image editor

**Additional (earlier) design work experience listed on [LinkedIN](https://www.linkedin.com/in/yourname)**

## TECHNICAL SKILLS

Adobe Creative Suite (Illustrator, Indesign, Photoshop, Bridge, Camera Raw, Acrobat)

Figma, Squarespace, Dropbox, Widen, Esk

Office Suite (Word, Powerpoint, Excel, Outlook, Sharepoint)

Basecamp, Asana

HR programs – Dayforce/Ceridian, Medius