Sara Kaiyala, Senior Visual Designer

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Summary

Engaging, collaborative and innovative creative marketing professional with a diverse background spanning art direction, design, production, animation, project management and mentoring younger creatives. Right brain skills range from digital and print art direction to design and animation. Left brain skills include staying exceptionally organized the crazier a project gets, developing and maintaining process, experience working with developers, and winning over clients. Repeatedly recognized for positive attitude and dedication to projects, as well as for having "great creative problem solving and design skills" and being "the definition of a perfect creative partner" and "an amazingly detailed person who really cares about the project she is working on."

Experience

MICROSOFT
Contract Art Director / July 2020-Present

As an art director in the Store Studio at Microsoft, I work alongside our creative director and senior art director to lead Microsoft's global Holiday and Back-to-School campaigns. Tasks include ideation, hands-on digital design for a varity of channels, providing direction for motion and static creative and leading collaboration sessions. The campaigns serve as a unified global toolkit. My role ensures the creative works on a local and global level in addition to being distributed to a range of partners, while maintaining the overall brand vision.

ROVER
Contract Senior Visual Designer / January 2020-April 2020

As a senior visual designer in the Brand Studio at Rover, my responsibilities included designing marketing materials for a two-sided marketplace through a variety of channels including social media, display ads, responsive landing pages and HTML emails, while always ensuring that all work adhered to Rover's brand guidelines. In addition to these responsibilities, I often presented creative to key stakeholders. A colleague in the Brand Studio described my work as "fast, smart, and polished."

TETHER
Contract Designer / June 2019-August 2019, October 2019-November 2019

As a designer at Tether, my responsibilities included packaging design for Muscle Milk and any additional design-related overflow work that came my way. I also designed three responsive landing pages for the Microsoft Innovation team for launch at Ignite 2019, and lastly, I brought four concepts to life for Realogy's TurnKey program and then built out the selected concept for large format print and digital billboards.

POSSIBLE
Contract Art Director / May 2018-June 2019

As the art director on the Microsoft Global Demand Center (GDC) business at POSSIBLE, I oversaw the branding and design for all of the interactive and static content for Dynamics 356, Office and Microsoft 365, Azure, and Digital Transformation. I led and mentored the creative teams (in Seattle and Buenos Aries) in the concepting and design of various interactive and static eBooks and infographics, while partnering closely with our creative director and client services team to ensure deadlines were met and the client's vision came to life.

School of Visual Concepts (SVC)
UI/Visual Design Certificate Program Mentor / 2017-2020
I mentored students enrolled in the UI/Visual Design Certificate Program at SVC, which included meeting with them on a regular basis to review work and foster their journey to becoming a designer. I also participated from time-to-time as a panelist in portfolio reviews for students graduating from the certificate program.

POSSIBLE
Contract Designer / February 2016-April 2018
As a designer on the Microsoft Office social media account at POSSIBLE, I worked with the team to concept, design, and animate weekly content for the various Microsoft Office consumer and small business channels on Facebook and Twitter. I was also a designer on the Microsoft Office Stories team, where we traveled to various enterprises and small businesses across the United States to shoot and produce long-form video and social media content. My involvement consisted of being on set to art direct our photographer and assist with styling the sets, and to select photography and design content for use on social media. In addition, I also designed various e-books and infographics for the Microsoft Office Enterprise account.

POSSIBLE
Contract Production Designer / February 2015-February 2016
As a production designer on the Microsoft Devices team at POSSIBLE, I prepped final website layouts for the development team by redlining and cutting images. This often involved working alongside the design and development teams to troubleshoot any unforeseen issues and problem-solve together.

POSSIBLE (formerly ZAAZ)
Senior Project Manager / November 2009-July 2014
Responsible for client satisfaction, quality of work and project profitability for a breadth of efforts including website development and management, social media programs, and interactive media. Ensured that project deliverables mapped to the business objectives, while maintaining the broad vision required for executing projects, including strategic thinking and leadership. Recognized by Program Director as "having best-in-class tactical skills with an incredible attention for detail and excellent follow through, as well as being a very positive project team leader with a great sense of humor."

Education and Training

Bachelor of Arts, Social Sciences, Washington State University / 2003
Graphic Design Level 2, School of Visual Concepts / 2017
Typography, School of Visual Concepts / 2015
Layout and Art Direction, School of Visual Concepts / 2014
Scrum Master Certification, Scrum Alliance / 2013
Web Design with Adobe Creative Suite, Certificate Program, University of Washington / 2009
Introduction to Web Publishing, University of Washington / 2009

Awards

POSSIBLE Hero Award
Two-time winner. Monthly award given to employee that recognizes and rewards exceptional efforts and contributions that go above and beyond expectations of their role.

School of Visual Concepts Star Student
Graphic Design Level 2, Typography, Layout and Art Direction
Three-time winner. Quarterly award given to a student who is recognized for their exceptional work throughout the quarter.