


# SARAH FAWSON

Visual storyteller passionate about breaking down barriers to create equity, opportunity, and community, because what binds us is greater than what sets us apart.

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## EDUCATION

### Masters, Information and Data Visualization

MARYLAND INSTITUTE COLLEGE OF ART (MICA) | 2020

Thesis: The Legislative Roots of Mass Incarceration

### B.S., Supply Chain Management, Spanish Minor

THE UNIVERSITY OF OKLAHOMA | 2016

## PROFICIENCIES



• Data & information design

• Art direction



• Design strategy

• Graphic design



• UX/UI design

• Social media design



• Communication

• Mentorship



• Project management

• Workshop facilitation



• Journey mapping

• Creative problem-solving



• Self-starter



• Organized

## PRIORITIES

1

### HEALTH

Hiking, skiing, barre, HIIT, backpacking, mountain biking, vegetarian cooking.

2

### FRIENDS & FAMILY

Traveling, getting outside with friends and family, throwing frisbee for my dog.

3

### ART & CREATIVITY

Illustrating, painting, designing, getting my hands dirty.

4

### COMMUNITY

Teaching Barre3, Big Brothers Big Sisters (BBBS) volunteer, local events.

## PROFESSIONAL EXPERIENCE

### Data Experience Designer

SELF-EMPLOYED | 9.2021 - CURRENT

 DENVER, CO

Improving the way people interact with and interpret data through clear, captivating design and storytelling. Services include planning, design, infographics, campaign branding, art direction and consultation, social media design, and communications. Currently working with clients in the education, political, and criminal justice spaces.

### Barre3 Instructor

BARRE3 | 10.2021 - CURRENT

 DENVER, CO

Teaching classes to redefine what success looks like in fitness by helping clients feel confident and empowered from within.

### UX & Data Visualization Design Lead

DELOITTE CONSULTING | 7.2020 - 10.2021

 DENVER, CO

Led design teams to create custom designs of data-driven products to solve challenges faced by government clients. Used a combination of Adobe XD, Figma, Sketch, MURAL, and Tableau to design clickable prototypes and facilitate design workshops and user testing sessions with them. Created a data visualization design capability within the design team, which included a dataviz design system and go to market strategy, and also mentored junior practitioners on the team specializing in this field.

### Designer and Web Developer

BOOZ ALLEN HAMILTON | 6.2019 - 7.2020

 D.C.

Led the strategy and execution of UX/UI and front-end development for a new enterprise staffing application, using Vue.js (HTML, CSS, JavaScript), Git, and Github, along with creating custom data visualization designs in Tableau and Adobe Illustrator.

### Creative Operations Manager

 ARLINGTON, VA

IN PURSUIT OF (RENAMED STAND TOGETHER COMMS) | 1.2018-5.2019

Led enterprise data reporting strategy, design, and development for the graphic design and videography teams. Created custom reports on the creative team's operations and consulted with senior leadership on how to optimize working practices for the creative team for more efficient project management and collaboration with other areas of the company.

### Supply Chain Manager

INVISTA | 06.2016 - 12.2017

 WICHITA, KS

Managed the end-to-end supply chain of two product lines globally, developing long-term strategic plans in SAP ERP and Excel, and coordinating daily plans between chemical plants, logistics teams, vendors, management, and sales teams.

### Graphic Designer

KT DESIGN | 12.2012 - 9.2017

 REMOTE

Designed company flyers, invitations, holiday cards, wireframes, booklets and graphics in Adobe InDesign and Illustrator for multiple clients under the direction of the business owner and art director.