

Sarah Lovrien

art director

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206.351.2006

ABOUT

Mid-level art director whose background includes content creation and creative management since 2005. Establishes brand aesthetic, works with company leadership to develop dynamic visuals and strategies for photo and video content, as well as extensive and inventive marketing applications. A keen, efficient eye for client-focused creative direction.

Idea Generation + Concepts: Collaborative integration with creative leads to establish front-to-back strategy and creative solutions for scaled applications.

Art Direction + Photography: Extensive experience with creative language and content creation across various media. Able to direct and connect creative teams with brand goals as determined by leadership. Specialization in photo and video, but with a broader understanding of various media.

Software: Photoshop, Lightroom, Capture One, Premiere Pro, Final Cut Pro, Media Encoder, After Effects, Soundtrack Pro, Camtasia, Silverfast AI, Microsoft Office, iWork.

PAST

Launched and grew photo and video production company, amassing a list of clients that included Microsoft, Amazon, American Eagle Outfitters, Yelp!, GUESS, and many more. In addition to specializing in emerging brands and products, created a collection of personal creative projects that expanded personal skill set into new genres and mediums.

In-House Art Direction for Kerisma by Knitlab providing visual content for digital, mobile, and print campaigns, as well as creative lead for special projects & ecommerce retail

Live Events for Microsoft, Amazon, Yelp!, TEDx, Redbull Sound Select, Bumbershoot Music Festival, FYF Festival, Miami Swim Week

International Campaigns for American Eagle Outfitters, GUESS, Dolce Vita, Karen Kane, Fifteen Twenty, AM Club, Ink & Volt, Wyeth Optic

Social Photo & Video Campaigns for This Is Ground, Dagne Dover, Luna Mae London

Personal Projects currently in process for printed zines, interactive gallery shows, and mentorship and experimentation in analogue film media

FUTURE

Seeking in-house positions with ample opportunity for personal growth and internal advancement, including team recruitment and management. A collaborative pairing between creative and marketing departments is desired, as well as brands and products that allow for inventive creative projects to further brand identities. In conjunction with internal and external creative partners, seeking creative direction of marketing campaigns, product launches, audience outreach and development, and B2C applications including interactive installations, live experiences, and community partnerships.

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- 2017**
- Kerisma Knits**
In-House Photographer, Art Direction
American Contemporary Ballet
photo & video production, creative consultation
Luna Mae London
flagship store photo content
Boys & Girls Club
live event coverage, annual gala
 - Dagne Dover**
art direction & production, 3 social media campaigns
35MM Magazine
video direction & production
Puppet Labs
executive portraiture
- 2016**
- Tri-Digital/Evia**
2013 - 2016 live event producer, post-production editing
Microsoft
2016 Azure research & development
Dolce Vita
Spring 2016 lookbook campaign
This Is Ground
brand content, photo & video
Fifteen Twenty
2016 - 2017 lookbook & social campaigns
Karen Kane
Summer lookbook & social campaign
AM Club
brand launch/lookbook campaign
 - Volt Planner**
photo & video branded content
Bagatiba
photo content, social campaigns
Alive & Well
original art installation, photo & mixed media
Miami Swim Week
live runway coverage
Bumbershoot Music Festival
live event coverage
FYF Music Festival
live event coverage
- 2015**
- Dapper, LLC/Dystinct Media**
2014 - 2015 producer, account executive
Luna Mae London
2015-2017 photo & video, social & web content
 - Wyeth Optic**
social & lookbook campaign
Ax + Apple
2015-2016 photo & video, social campaigns
- 2014**
- TEDx Rainier**
live event video producer
Yelp!
2012-2014 live event coverage
 - Spark Notebook**
2014-2016 photo & video direction & production
- 2013**
- Microsoft**
2013-2015 internal marketing video editor
RedBull Sound Select
live event coverage
The Whisky Bar
event coverage & PR management
 - Pilchuck Distributors**
2013 - 2014 event coverage
Chimpsy
2013 photography instructor
- 2012**
- Wetpaint.com**
2012 video department manager & producer
- 2007**
- DMX, Inc/Mood Media**
2007 - 2012 video programmer, editor, camera operator
 - American Eagle Outfitters**
brand video editor, programmer, camera operator
- 2005**
- Reel Grrls**
2005 - 2007 video intern
 - Home Alive**
brand video director, editor

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LEAD ROLE CAMPAIGN EXPERIENCE

THE SPARK NOTEBOOK

Initially a Kickstarter project, this product launch included full creative control of photo and video content. Responsible for idea generation, project scope, and social media marketing strategy.

Highlights include:

- 1 min product video as primary artist and producer, including talent sourcing and direction, video editing and additional video updates as product evolved over the course of 3 editions;
- Product photography throughout editions, including art direction and styling;
- Social media activations on Twitter, Facebook, and Instagram that led to project funding within 24 hours.
- Worked directly with brand founder and product designer, as well as led video and photo teams composed of assistants, stylists, talent agents, location owners, and prop designers.

THIS IS GROUND

Beginning with a feature on BeSpoke.com, TIG founder expressed need for distinct environmental product and lifestyle photos previously unavailable. Content was conceptualized, produced, and delivered within 2 weeks time, leading to additional campaigns for product launches and the holiday season.

Highlights include:

- Concept generation and production for environmental and lifestyle product photography;
- Initial artist and producer for first-ever video content highlighting brand story for investors and additional content for product launches and holiday season;
- Product consultation and creative consultation for expanding market with community artists and brand ambassadors.
- In conjunction with brand founder, led and collaborated with team composed of art director, wardrobe stylist, product designer, photo and video assistants, 2-6 talent, and marketing lead.

KERISMA KNITS

As the in-house artist, produced and conceptualized all photo content for seasonal lookbook campaigns, social campaigns, additional editorials, e-commerce, and brand-new video components to launch special collections. Provided creative consultation and industry connections to elevate brand, as well as provide brand voice analysis for better reaching potential target audiences.

Highlights include:

- Full proposals for each campaign, including concept, talent and location scouting, budget tracking;
- Social activations like the formulation of a brand ambassador program, growing reach by 2000 Instagram followers in 5 months;
- Production calendar optimization for more efficient deliveries and increased seasonal sales with wholesalers;
- Expanded creative asset offerings into product video, lookbook video, and animated GIFs;
- Produced photography for average of 350 product SKUs per season
- Alongside brand owner, acted as creative lead to 1-2 photo and video assistants, graphic designer, wardrobe stylist, hair and makeup team, model agents, location owners, and 2-3 talent per project.

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FERNISH.COM

Provided creative consultation and primary content creation for furniture rental website launch, targeting the millennial city dwellers who sought a modern, affordable way to style their homes.

Highlights include:

- Concept creation for both lifestyle and product-only collection photography;
- Styling, production, and post-production for 22+ product web store
- Talent, location, and production coordinator for 4-day photoshoot spanning multiple locations and room staging
- Acted as art direction lead alongside brand owners, marketing team, interior designers, 4 talent, hair and makeup team, and web designer.

FIFTEEN TWENTY

Provided creative consultation and primary content creation for furniture rental website launch, targeting the millennial city dwellers who sought a modern, affordable way to style their homes.

Highlights include:

- Concept creation for seasonal lookbooks, including shot lists, product features, and asset usage;
- Social activations and influencer partnerships, including partnership with influencer marketing agency, social media timelines and hashtag formatting;
- Primary artist, retoucher, and production stylist.
- Worked on crew as primary artist and director with brand ownership, agency ownership, 2-3 talent per project, 1 video operator, 1 photo assistant, wardrobe stylist, hair and makeup team.

TOUT LES MEMES

A concept for an online home goods store, featuring minimalist, handmade objects from local artists. Assisted with product selection and image creation to establish potential brand aesthetic, as well as webstore mockups for business launch.

Highlights include:

- Webstore concept creation and design mockups;
- Spec ecommerce product photography, design, and retouching;
- Consultation in regards to product and additional asset sourcing.
- Worked directly with brand leadership.

DOLCE VITA

Art director for seasonal campaign, used for both print and digital for international shoe company. Included idea generation, shoot producing (including production coordination, crew and talent sourcing, budget tracking) as well as primary content creation. Images were shot and delivered for digital use within 4 weeks.

Highlights include:

- 4 day shoot coordinated for on-location production in Marfa, TX;
- Agency talent and crew casting and recruitment;
- Location scouting and booking;
- Styling and shot list creation for 40 product SKUs according to brand direction;
- In addition to brand leadership, worked directly with marketing team to lead a set composed of 1 assistant, hair and makeup team, location owners, 2 talent, and one styling assistant.