

# Sara Grace

Brooklyn. NY.

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## Skills

Desktop Publishing  
Product Concept, Development,  
+ Approval Review  
IP Asset Administration  
Project + Traffic Management  
Realistic Product Mock Up  
Photo Editing  
Trend Research  
Pre-Press Work Flow  
(including packaging  
and surface pattern repeats)

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## Software

Adobe CC - Advanced  
(Photoshop, Illustrator, InDesign)  
Microsoft Office - Advanced  
Media Box Online  
Squarespace, Wordpress, Wix  
Mac + PC platforms

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## Education

Macquarie University,  
Sydney Australia  
Honors Degree Bachelor of Arts

Macquarie University,  
Sydney Australia  
Bachelor of Arts

Hornsby College of TAFE  
Certificate in Fine Arts  
(Art Photography)

Turrumurra High School,  
Sydney Australia  
High School Certificate

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## Key Links

[www.florencebroadhurst.com](http://www.florencebroadhurst.com)  
[www.linkedin.com/in/saraanngrace](https://www.linkedin.com/in/saraanngrace)

I believe that all beautiful print design deserves an equally beautiful product application. With 16 years of Creative industry experience, I am looking for an opportunity that will take full advantage of my design and licensing background while providing a platform to continually grow my product development expertise. I am passionate about expanding and protecting the Intellectual Property of artists, designers, and licensed brands, visualising concepts, and ensuring an innovative, quality, and luxury product delivery every time.

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## Employment History

2011 – April 2020: Creative Director, Signature Design Archive, New York USA

Based remotely in NYC, this role oversaw the product development for designer and children's brands. Personally overseeing 80+ global licensees and manufacturers to design and deliver quality products and authentic brand stories, primarily for iconic design brand Florence Broadhurst and entertainment license Beat Bugs.

- Development of Creative Assets: Restoration of wallpaper and fabric designs. Lead branding and design application with licensees and manufacturers.
- Pre-Press Design in a variety of categories, including, but not limited to: Packaging, Textiles, Home Accessories, Gift + Stationery, Toys, and Ceramics.
- Product Development: Managing product approval from concept to delivery.
- B2B Presentations: Trade shows, mood boards, and realistic product mock ups.
- Protecting the IP within Trademark guidelines.
- Branding: design marketing materials, style guides, websites and social media.

### Key achievements:

Restoration of over 200 heritage wallpaper designs for digital repeat.  
Expanded Florence Broadhurst product categories from 3 to 30+.  
Developed a Florence Broadhurst rug collection launched globally in Spring 2019.  
Design take-over of 2 suites in the Ace Hotel NYC.  
Trade show booth and video design (Las Vegas - Licensing Expo, London - BLE).

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2003 – 2011: Team Leader Desktop Publishing, Crea (Aust) Pty Ltd, Sydney Australia

Crea is a global supplier to top FMCG brands, developing toys and promotional products for Coca-Cola, McDonald's, Kellogg's and Nestlé. I had the opportunity to work with licensors: Disney/Pixar, Dreamworks, Sanrio and more.  
Responsible for leading product development from the concept stage through to final production.

- Product Development across multiple categories and manufacturing methods, from original concept work, through to sales presentation, and final production.
- Studio Traffic Management
- Pre-Press Design of PPT presentations, packaging and sales collateral.
- Research current market trends and innovations.
- Management of Desktop Publishing Team - Training and Leadership

### Key achievements:

Redesign of Australia and New Zealand McDonald's Happy Meal packaging.  
Introduced staff initiatives that increased productivity and skill sharing.