

+ABILITY IS THE DIFFERENCE

Exceptional proficiency in strategic, creative, and technical facets of digital media encompassing video production, editing, motion graphics, animation, photography, image editing, print and web design, graphic design, social media management, email marketing, landing page creation, audio, and the execution of cross-platform campaigns

Expertise crafting brand-centric, cross-platform communication strategies from ideation to implementation, with a focus on user-centric approaches that foster emotional connections, thereby amplifying response rates and engagement metrics and transforming ideas into digital reality.

Demonstrated excellence as a collaborative Creative Team Leader and Team Member who is vested in mentoring junior designers, skillfully balancing challenge with compassion to foster growth and success.

Bold and fearless Creative Director/Designer/Strategist/Explorer – a relentless tech enthusiast with a mastery of the Adobe Creative Suite who strives to continue to learn and grow in all creative and technical capacities.

Impeccable organizational and project management skills overseeing project concept-to-completion, managing multiple project timeline trajectories simultaneously to meet deadlines, manage budgets, and unite all key stake holders, vendors, overseeing project production with precision.

CAPABILITIES

- CREATIVE/ART DIRECTOR
- SOCIAL MEDIA MARKETING
- PHOTO EDITING
- UI/UX/UE DESIGN
- WEB SITE DESIGN (WORDPRESS)
- DIGITAL MARKETING
- BRAND/ MARKETING STRATEGY
- VIDEO & EDITING
- PRINT /DIRECT MAIL
- 360° BRAND EXPERIENCES
- ANIMATION
- DIGITAL GRAPHICS
- GRAPHIC DESIGN
- MOTION GRAPHICS
- COPY WRITING/EDITING
- EMAIL MARKETING
- PHOTOGRAPHY
- GOOD HUMAN

SALLIE SCHARDING/DESIGN+ | OWNER/PRINCIPLE CREATIVE

Led strategic and creative vision for multimedia, cross-platform initiatives for a variety industries and clients, crafting human-centered digital, print, and media campaigns with a focus on creating immersive 360° brand experiences.

Expertly developed concept-to-completion long and short-form videos– created sets, footage, props, storyboards, video editing and more for high-end communication, promotional, education, informational, music, and other videos.

Unified and managed key stakeholders, vendors, and creative teams from concept to execution, ensuring clarity of vision, overseeing project management, and providing practical solutions that achieve measurable outcomes.

Proficiently designed, deployed, and managed WordPress websites with a strong emphasis on brand identity, intuitive information pathways, and outstanding user experience (UX) and user engagement (UE). Leveraged interactivity, video, motion graphics, animation, and compelling photography and graphics to enhance the online presence.

Delivered exceptional print and digital assets, including long-form brochures, annual reports, direct response packages, health and wellness guides, and product packaging, all meticulously designed and developed.

Drove the creation, design, and deployment of brand-focused digital marketing campaigns and assets. This encompassed email and landing pages, social media content, animated banner ads, app graphics, .gif animations, and other motion special effects, consistently aligning with the brand message.

Clients: Forbes Media, The Nation, This Old House, Country Cook’s Magazine, Milk Street, Harvard Business, UNC Hospitals, Orange County Visitors’ Bureau, Vidant Health, Vidant Wellness Center, ViQuest Wellness Center, PCMH Memorial Hospital, Veridia Community, UNC Kenan-Flagler Business School and more

PREMIERE	🍏 🍏 🍏 🍏 🍏 ²	AFTER EFFECTS	🍏 🍏 🍏 🍏 🍏	STORY BOARDING	🍏 🍏 🍏 🍏	AUDITION	🍏 🍏 🍏 🍏 🍏
PHOTOSHOP	🍏 🍏 🍏 🍏 🍏 ²	QUARKXPRESS	🍏 🍏 🍏 🍏 🍏 ²	EDGE ANIMATE	🍏 🍏 🍏	ACROBAT	🍏 🍏 🍏 🍏 🍏 ²
INDESIGN	🍏 🍏 🍏 🍏 🍏 ²	WORDPRESS	🍏 🍏 🍏 🍏 🍏	DREAMWEAVER	🍏 🍏 🍏	ASANA	🍏 🍏 🍏 🍏
ILLUSTRATOR	🍏 🍏 🍏 🍏 🍏 ²	SOCIAL MEDIA	🍏 🍏 🍏 🍏 🍏	BRAND	🍏 🍏 🍏 🍏 🍏 ²	CAMPAIGN MONITOR	🍏 🍏 🍏 🍏 🍏

INGRAM CREATIVE 360° | CO-OWNER/CREATIVE DIRECTOR

Crafted, developed, and implemented high-impact print, web, and digital direct response initiatives for prestigious publishing leaders including Forbes Media, The Nation, Boston Review, Consumer Reports, and other notable entities.

Specialized in creating immersive user experiences (UX) for websites, landing pages, campaigns, emails, and other platforms. Utilized dynamic elements such as motion graphics, animation, advanced scroll techniques, and video to enhance engagement and guide users through a defined information pathway, resulting in exceptional response rates and engagement.

Clients: Forbes Media, Harvard Business Publishing, Boston Review, Poets & Writers, The Nation, National Catholic Register, Orange County Visitors' Bureau and more

UNC KENAN-FLAGLER BUSINESS SCHOOL | MARKETING/COMMUNICATIONS SPECIALIST • INTERACTIVE DESIGNER

Led the development and execution of a brand/image refresh for a world-class business school, defining visual style, voice, color palette, design, and key messaging. Ensured effective local, national, and global marketing aligned with UNC Chapel Hill's brand standards.

Served as a crucial liaison for KFBS Marketing and Communications, optimizing communication, productivity, and collaboration across departments, the School, and UNC system's administrative, executive, development, and global partners. Worked collaboratively to curate a unified global leadership brand across web, digital, and print communications.

Designed, developed, and deployed multi-platform digital and print marketing communications and campaigns with exceptional user experience (UE) and user interface (UX). Projects ranged from video, motion graphics, animation, digital web graphics, animated banners, and website design to brochures, advertisements, recruiter materials, development materials, environmental graphics, signage, program, and event marketing.

Enhanced and solidified the global UNC KFBS brand through a comprehensive 360° brand experience, both internally and externally, ensuring brand consistency across all user touch-points.

Recognized and recruited exceptional junior designers, actively managing, mentoring, and advancing their skills, abilities, and creativity.

Established protocols and systems to create an agile and high-functioning design department, implementing project management protocols, project approval processes, project numbering systems, and project and media archival systems.

Clients: KFBS MBA, MBA ONE, MBA@UNC, Weekend MBA, EMBA, BA, Office of the Dean, Alumni And Development, MBA Career Center, Weatherspoon Awards, Weatherspoon Speaker Series, Family Enterprise Center, KFBS Center for Sustainability, A. Wood Real Estate Center, and more

HEARD & ASSOCIATES ADVERTISING | ART DIRECTOR • PRINT / WEB

Led the design of sophisticated B2B and B2C marketing, promotional, and communication materials for Fortune 500 and Fortune 100 clients, emphasizing brand and brand loyalty. Projects encompassed point-of-sale (POS), point-of-purchase (POP), retail displays, magazine advertisements, packaging, product line capabilities, events marketing, and various other initiatives.

Designed and executed comprehensive, multi-component national advertising campaigns for esteemed brands such as Michelin Tires, Rémy Martin Cognac, L'eggs, Champion, Gerber Childrenswear, and more.

Collaborated with national print houses, photographers, display companies, and other partners to produce high-quality print materials, packaging, 3D components, and multi-product campaigns.

Art directed and managed junior designers, with strong emphasis on mentoring to foster skill development and creative growth within the team.

Clients: Rémy Martin Cognac, Hanes Her Way, Hanes Mens, Hanes Girls, L'eggs Hosiery, Little L'eggs, Gerber Childrenswear, Michelin Tires, Champion, Just My Size, Pergo Flooring, Durham Art Guild, and more

**BACHELOR OF FINE ARTS (BFA) GRAPHIC DESIGN/FINE ART/MINOR: PHOTOGRAPHY
THE UNIVERSITY OF WISCONSIN-MILWAUKEE**

CUM LAUDE — SENIOR HIGH HONORS

YOUTUBE: www.youtube.com/channel/UC8RvEJAuf5DIZIRVTeChevg

WEBSITE: SallieSchardingDesign.com

LINKEDIN: www.linkedin.com/in/schardingdesign/

INSTA: www.instagram.com/scharding_design/