

Sarah Grivakis

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SENIOR BRAND DESIGNER

Creative Strategy and Visual Storytelling

Results-driven, resourceful, and multidisciplinary brand design leader with 15 years of experience shaping and scaling visual identities for tech and B2B brands. Skilled in developing cohesive, high-impact design systems that strengthen brand storytelling across digital, print, and experiential platforms. Proven ability to lead creative direction, collaborate effectively cross-functionally, and translate complex ideas into unified, engaging brand experiences that drive measurable business outcomes.

PROFESSIONAL EXPERIENCE

Kiddom, San Francisco, CA

Marketing Designer | April 2024 - present

- Led the full corporate rebrand and evolution of Kiddom's visual identity system defining a scalable and cohesive design language. Developed collateral templates and implemented comprehensive brand guidelines.
- Owned the design and launch of Kiddom's new marketing website, aligning creative and business strategy, resulting in a 200% increase in qualified leads.
- Partnered with field and events marketers to support 70+ events and conferences annually, ensuring a consistent brand experience for audiences.
- Secured a multi-million-dollar grant and saved \$10K in vendor costs by producing an in-house animated explainer video that strengthened brand storytelling through motion design.

Honor Technology, San Francisco, CA (Remote)

Brand Design Manager | January 2021 - August 2023

- Managed a design team to grow social media engagement 400x over two years with a new design strategy for graphics.
- Accomplished a 386% increase in HQ Careers page views QoQ after sourcing all photography and iconography for the new marketing website focused on recruiting with no allotted budget.
- Achieved a 95% uptick in followers within four weeks for the Glassdoor and Indeed pages through redesigns highlighting company culture.

Brand Marketing Designer | November 2018 - December 2020

- Attained a 20% overage in attendance by developing the brand system for SAGE, Honor's inaugural annual conference, resulting in the expansion of the Honor Care Network.
- Supported company growth of 200% YoY by collaborating with cross-functional teams in Marketing, Sales, and Product to create collateral spanning several touchpoints for B2B and D2C sub-brands.

NeoLife International, Fremont, CA

Designer | October 2012 - November 2018

- Boosted sales by 18% for the rebranded Nutriance Organic Skin Care line, which sold out at all four launch events, attributed to the high-quality aesthetic of packaging and supporting marketing materials.
- Led design research and applied the unified visual language for the NeoLife Sport product line, strengthening market positioning through cohesive packaging and collateral.

NOTABLE SKILLS

- Print, digital, and web design
 - Brand identity systems
 - Event and presentation design
 - Illustration, icons, infographics
 - Animation, motion graphics
 - Art direction, photo direction
 - Typography, layout, color theory
 - Adobe Creative Suite, Figma, Google Suite, Webflow, Canva
 - Cross-functional collaboration
 - Creative problem solving
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EDUCATION

San Jose State University

B.A. Art - Emphasis in Graphic Design, Cum laude. Art History Minor, Communications Minor.

ACHIEVEMENTS

Employee Engagement

Gained a 500% surge in employee engagement for a new recognition program with custom illustrated virtual backgrounds to reward winners.

Design Template Systems

Enhanced workflow efficiency company-wide by templatizing slide decks and social media graphics that supported diverse content requirements.

Design Thought Leadership

Presented to over 400 attendees at SF Design Week about flexible design systems.