

# Sara Specht

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Minneapolis, MN 55408

## Portfolio

suspect15.com/what-i-do

## About

I love what I do and I want to continue to use my creativity, motivation and experience to communicate the depth of knowledge and value the University of Minnesota has to offer.

## Toolkit

||||| Adobe InDesign  
||||| Adobe Photoshop  
||||| Adobe Illustrator  
||||| Adobe Dreamweaver  
||||| Microsoft Office  
||||| Microsoft Powerpoint  
||||| Drupal  
||||| Google Sites  
||||| Wordpress

## Extras

||||| Feature & PR Writing  
||||| Copyediting  
||||| Print production  
||||| One-on-one Teaching

## Awards

||||| University of Minnesota  
Communicators Forum  
Maroon & Gold Awards  
||||| National Agricultural  
Alumni Development  
Association (NAADA)  
||| Association for  
Communication Excellence  
(ACE) Conference Awards

## Experience

### Graphic Designer

2007 to Present

College of Food, Agricultural and Natural Resource Sciences, University of Minnesota

Built and continue to enhance a communications strategy that encompasses and reflects the culture of a diverse and wide-ranging college inside the University. Recently completed the first year of implementing an award-winning branding initiative that unites the visual identity of 12 departments, 10 Research and Outreach Centers and a museum.

Design and produce biannual college research magazine, *Solutions*, continually working to improve print quality and effectiveness for a growing audience that includes public and private funders and policy-makers as well as alumni, students, faculty and staff. I also research and write feature stories for each issue.

Work to bring a creative perspective to every project—from recruiting booklets to window clings, fact sheets to event installations at the State Fair—while always reinforcing the college identity. Train department-level communicators and student interns in both the technical and creative skills needed to generate materials that complement the overall brand.

### Contract Designer/Writer

2004 to Present

Create brand identities, event materials, annual reports, specialty products and more for a variety of individuals and nonprofits. Maintaining several ongoing professional relationships, I help people and organizations tell their stories and distribute compelling, effective print pieces.

**Clients include** Visitation School, Mississippi Park Connection, National Park Service, National Institutes for Water Research, Center for Irish Music, Minnesota Orchestra

### Graphic Designer/Communications Specialist

2005 to 2007

School of Music, University of Minnesota

Developed and executed a graphic and logo redesign while creating all print, visual and online communications for the School of Music. Maintained and improved production quality and vendor relationships while dramatically decreasing costs. Actively participated in the creation of the West Bank Arts Quarter and collaborated with interdepartmental committees and projects that included both print and Web elements. Managed and mentored three graphic design student assistants.

### Graphic Designer/Production Manager

2001 to 2005

Minnesota Orchestra

Designed weekly ads, signs, banners, brochures and web graphics. Managed all direct mailing throughout the organization and coordinated marketing and print estimating, vendor communication, production and distribution. Participated in planning and implementation of branding initiatives, as well as vast annual subscription campaigning.

## Education

Minnesota State University Moorhead

Summa cum Laude 2001

B.A., Mass Communications: Public Relations; Minor, English: Writing

National Student Exchange to Towson University, Maryland

1998 to 1999