



SARA GRANADOS

BFA, Graphic Design | Visual Communications
MSc, UX Design

LET'S TALK!

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EXPERIENCE

Senior Digital Designer, CarTrawler

Aug 2022 - Present | Dublin, Ireland

Currently working closely with the Design Leader and the wider Commercial and Marketing teams to deliver strategic, scalable, and world-leading product and brand collateral by being a design and brand expert in the business and helping to lead the design vision for the company.

Responsible for building stakeholder relationships to ensure consistency of our brand both internally and externally, delivering compelling assets that contribute to the growth of CarTrawler's partner base globally, and driving the highest possible standards for design within a high-performing team.

Brand Designer, Travelport

Mar 2021 - Aug 2022 | Dublin, Ireland

Worked within the Brand Content and Design Team at Travelport to create branded assets and key materials across digital, web, social media and video with a focus on animation. Outputs include impactful brand videos, social media assets, web pages, infographics, and other B2B marketing collateral to increase sales and grow brand awareness.

Responsible for all in-house animation, motion graphic, and video content and activity. This included conceptualising, storyboarding, and producing all videos and animated content, creating brand animation templates and accompanying tutorials for use by internal and external stakeholders, giving direction and guidance on filming best practice, and managing video projects by liaising with external agencies and internal stakeholders, implementing design feedback and managing expectations.

Spearheaded the implementation of more animated social media content across all channels leading to an increase in engagement, explored design opportunities on new social media formats, and fed into the design of the website.

Graphic Designer / Senior Graphic Designer, Just Eat Ireland

Aug 2015 - Jan 2021 | Dublin, Ireland

Worked within the Marketing Department to conceptualise, design, and develop impactful marketing material and campaigns to drive meaningful value and growth for Ireland's largest takeaway website. Design outputs included print and outdoor advertisements, animated online display advertisements, interactive B2C, B2B, and internal newsletters, social media content, co-branded restaurant and partner material, food photography, and printed material for sponsorships, events, and activations.

Enforced brand and campaign guidelines across all print and digital channels, acting as the "brand champion" when working and collaborating with internal and external stakeholders, partners, and agencies, as well as exploring new social media format opportunities and implementing guides and best practices for animated social media content. Managed design projects with stakeholders to ensure brand alignment and consistency. Developed multiple campaign concepts in partnership with the marketing team. Provided art direction to photographers to ensure proper production of brand, campaign, and restaurant photography.

Owned the design process from concept to delivery, the creative work flow and briefing process in the department, and managed collaboration with internal teams to conceptualise, brainstorm and develop campaign, social, and PR ideas to increase orders, gain new customers, and improve brand awareness.

EDUCATION

MSc - UX Design

Sep 2020 - May 2022 | Dún Laoghaire Institute of Art, Design and Technology (IADT)

ICM Diploma - Dynamic Web Applications & Development

Nov 2017 - Mar 2018 | Griffith College Dublin

Bachelor of Fine Arts - Graphic Design

Aug 2010 - May 2014 | Louisiana State University

AWARDS

Nominee

Jan 2022 | The UX Design Awards, Berlin

WING WOMAN, the app I designed for solo female travellers for my UX Master's thesis project was nominated for the "New Talent" / Student category

Best Sponsorship Brand

Dec 2018 | The Irish Sponsorship Awards

Just Eat Ireland named overall Best Sponsorship Brand

Best TV Broadcast Sponsorship, Sponsorship of the Year

Dec 2018 | The Irish Sponsorship Awards

Winner of Best TV Broadcast Sponsorship & Sponsorship of the Year Awards for Just Eat Ireland's sponsorship of Love Island on Virgin Media Two

Campaign of the Month

Jan 2017 | JCDcaux Ireland

Winner of "January Campaign of the Month" for Just Eat Ireland's "Find Your Flavour" rebrand campaign

Best Use of Experiential Marketing

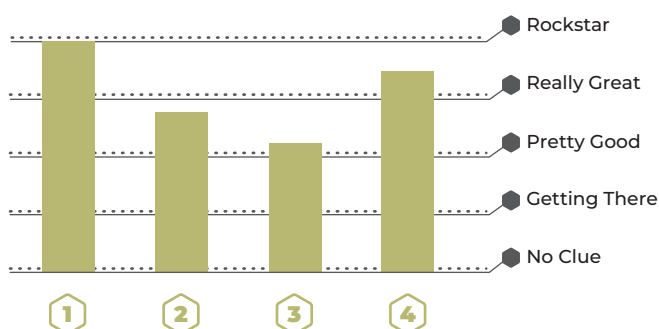
Nov 2016 | The Irish Sponsorship Awards

Winner of Best Use of Experiential Marketing for the Just Eat Summer of Festivals

Nov 2017 | The Irish Sponsorship Awards

Winner of Best Use of Experiential Marketing for the Just Eat Full Moon Party at Electric Picnic 2017

TECHNICAL SKILLS



1

Adobe Creative Suite

Photoshop | Illustrator | InDesign | AfterEffects | Premiere Pro | Lightroom | XD

2

eCRM Management

Targeted marketing emails, push notifications, and in-app notifications.
Tools: Braze | Mailchimp

3

Web Development

Proficient HTML and CSS coding + some Javascript and jQuery knowledge

4

UX / UI Design

User Research, Wireframing, Prototyping, Design Sprints, and Testing
Tools: Sketch | Figma | Adobe XD | inVision | Mural | Miro | Maze