

# Sarah Pugh

Product Designer

---

## About

I create meaningful user experiences through empathetic research and intuitive visual design. My multidisciplinary background includes industrial design, design research and operations and includes studio management.

**Phone:** (603) - 732 -7170

**Email:** sarahpugh37@gmail.com

**Website:** sarahpughdesigns.com

**Location:** Dallas, TX

---

## Industry Experience

JUNE 2019 - PRESENT

### **District Color Marketing & Design Specialist** | Sherwin Williams, Dallas, TX

- Established the first commercial color, marketing, and design studio for our Southwest market in Texas. B2B communication daily.
- Create geographical color trend studies supporting design proposals the comprises of 30% of Sherwin Williams nationwide commercial sales.
- Sole designer responsible for daily studio management and operation. Over 500 projects completed with an estimated sales amount of \$8 million for 2020.
- Conduct off-site test visits to determine paint products and colors best suited for building substrates in various market segments; industrial, multi-family, hospitality, HOAs, & more.
- Provide ongoing brand promotion for regional stores through storefront advertising, designing DIY wall displays.

DEC 2018 - PRESENT

### **Freelance Designer** | Dallas, TX

- Assume various roles customized to the needs of local clients including logo development, marketing & branding strategies, and web based development.

APRIL 2019 - JUNE 2019

### **Product Design Intern | Custom Beer Tap Handles, Auburn, AL**

- Designed custom products for craft beer and beverage industry partners; Custom Tap Handles, Retail Displays, Illuminated/Non-illuminated Signage.
- Generated technical draft drawings and market renderings for products while considering efficient manufacturing parameters for materials, processes, and costs.

AUG 2017 - DEC 2018

### **Career Services Assistant Designer | Auburn University, Auburn, AL**

- Assisted in the development and integration of the Career Services branding strategy into the college's internal and external communications networks via creative marketing and communication strategies.
- Maintained brand identity while regularly crafting and updating official documentation and announcements.

AUG 2018 - DEC 2018

### **Research & Development Intern | Aptar Medical Technology, Auburn, AL**

- Designed and built a working modular dispenser for Oral Thin Film strip technology that was both waterproof and mass producible.
- Developed a marketing plan that considered real life implementation strategies for both commercial and individual product application.

---

## **Education**

FEB 2021 - APRIL 2021

**UX UI Certification Program**  
Avocademy Remote Learning

MARCH 2021 - APRIL 2021

**DIALEXA EDU Mentorship Program**  
DIALEXA, Dallas, TX

MAY 2018 - JULY 2018

**Design Education and Cultural Exchange Program**  
Shu - Te University, Kaoshiung, Taiwan

AUG 2014 - DEC 2018

**Bachelor of Product Design (B.I.D.)**  
Auburn, University

---

## Skills

User Experience design

Design operations

Usability testing

Visual communication

Studio management

Leadership

Team player

Time management

Resourceful

Enthusiastic

Reliable

Diligent

## Awards

NOV 2018

### Selected Mural Design

Centennial Celebration for Biosystems Engineering Department

MARCH 2018

### 1<sup>st</sup> Place Winners

Bright Spark Competition

MAY 2017

### Student Excellence Award

School of Industrial & Graphic Design

---

## Organizations

### Ladies that UX Dallas

Member

### American Society of Interior Designers

Member

### IDSA

Member

### Fresh2Design

Member