

Sarah Bath

Implementation Designer & Brand Guardian

I am a reliable and dedicated implementation designer and brand guardian with over 14 years experience and extensive knowledge in the creative production and transcreation fields. I have developed a keen eye for detail and have the ability to multi task various project deadlines simultaneously. I am seeking a role where I can utilise my experience and abilities, whilst continuing to develop my creative skills.

Key Skills

- Taking creative ideas from concept through to final delivery across a range of clients and industries.
- Advanced knowledge of print design including stock, formats, page layout and typography.
- Meticulous attention to detail for resizing, cropping, formatting and cutter guides.
- High technical proficiency at colour balancing, cutting out, styling and checking.
- Ability to work to very tight deadlines on multiple projects in a fast paced environment.
- Competent across multiple channels, from large-scale print OOH, DOOH to digital and broadcast.
- Experienced in working with offshore studios building relationships for smooth work flow.
- Versatile in supporting teams with all creative needs.
- Uphold, adapt, and create guidelines for studio and production needs.
- Approachable team player.

Technical Skills

- Adobe - Indesign, Illustrator, Photoshop
- Figma
- Monday.com
- Paprika - Timesheets
- Microsoft - Word, Excel, Powerpoint, Outlook, Teams
- Google - Slides, Docs, Sheets, Drive
- Brandfolder (DAM)
- Zifow
- Breathe HR



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[sarah-bath-robins](#)

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Employment History

Freelancing: (September 2024 – Present)

Graphic Designer / Creative Artworker

Working with various clients and media.

Freedman International (January 2019 – September 2024)

Brand Guardian

A creative localisation production agency focusing on local insights to tailor clients marketing covering all channels

- **Maintains the integrity of the brand:** Checking supplied files against guidelines and artwork in production against approved masters. Issues are flagged with the client or corrected at the mastering stage.
- **Ensures accurate masters:** Creates or provides feedback on master files from all channels, ensuring consistency with guidelines for production.
- **Pre-empts potential challenges:** Such as copy expansion for longer translations, copy stand out, and localisation of hand-drawn copy.
- **Carry out any bespoke builds:** Executing complex builds that may deviate from the campaign creative. Liaising directly with client and PM team to gain approval.
- **Acts as an extension to the client creative studio:** upholding guidelines and campaign creative to work for various markets, adjusting line breaks or image crops. Using brand knowledge and campaign creative for alternative layouts on extreme formats.
- **Serves as the point of contact for creative solutions:** Designing layouts based on client briefs and historical knowledge. Supporting in-house needs such as; stationery, mail-outs, events, websites, socials and rebranding support. Providing Google deck support, creating and evolving master templates and graphics for client meetings.
- **Retains information on current and previous campaigns:** Utilising past learnings to ensure smooth running of ongoing and new campaigns.
- **Provides additional support to client teams:** Assists with complex or unclear briefs, requests, feedback, or supplied assets from clients, ensuring timely production.
- **Bridges communication between client and studio teams:** Overseeing all campaign channels and various areas of production within a campaign. Giving a strong vantage-point to see gaps in briefing, production or knowledge sharing. Stepping in, to close these gaps ensuring campaigns run smoothly.
- **DAM setup, launch and management:** Took part in, in-depth training, while setting up the DAMs UI for agency needs. Initial bulk ingestion of assets via FTP. Continued asset ingestion and team education. Back-end admin tasks such as user reports, tagging consistency. Set up client facing DAM requiring complex searching features using custom fields, tags and labels.

WilliamsLeaTag (TAG) (October 2015 – January 2019)
Brand Guardian / Creative Artworker (client facing)

A creative production company offering campaign management for print and digital including translation and localisations.

- Retained campaign ownership by receiving hand overs from clients and acting as the main point of contact for the client, TAG studio, and account team throughout the campaign production.
- Demonstrated attention to detail by assessing supplied guidelines and templates for accuracy and adaptability. Ensuring master templates for print and digital are correctly set up.
- Briefed and assisted TAG studios in the UK and overseas hubs on producing multiple formats across 64 markets worldwide.
- Developed client relationships, liaising with the H&M studio, sending prestige press ads and any relevant OOH advertising for client approval. Managing any client amendments back into the TAG studio.
- Reviewed TAG studio artwork against campaign and overall brand guidelines to ensure all artwork was on-brand and correct.
- Kept all team members updated with any changes or issues that arose.
- Assisting studio at during peak times with artworking and trouble shooting.

Freelancing: (August 2015 – October 2015)
Creative Artworker / Graphic Designer
Working with various clients and media.

Atticus Creative: (July 2014 – August 2015)
Creative Artworker

A creative agency specialising in brand, print, digital, motion and campaigns for brand including.

- Oversaw the production of all print jobs.
- Created repro-ready artwork for all formats and liaised directly with printers when necessary.
- Coordinated with external suppliers and printers to obtain competitive quotes for jobs.
- Advised on achieving desired results and creating files to maximize efficiency at the artwork stage.
- Managed the archiving system, ensuring backups of all closed projects were made and logged.
- Oversaw images, colour correcting or retouching as necessary.
- Laid out documents adhering to guidelines or style sheets, ensuring high attention to detail.
- Collaborated closely with the Account Manager to monitor time and resource expenditure, ensuring project cost-effectiveness.

Freelancing: (March 2014 – July 2014)
Creative Artworker / Graphic Designer

Working with various clients and projects on catalogue pages, web banners, trade adverts; brand guardian.

Fox Kalomaski Crossing London: (August 2013 – March 2014)
Creative Artworker / Graphic Designer

A creative, strategic, integrated agency working with retail, travel and lifestyle brands.

- Acted as brand guardian for LeapFrog.
- Played a key role as designer for print and digital media, for catalogues, trade brochures, POS, and online brand pages.
- Managed multiple jobs for different clients simultaneously.

Edenco Creative: (July 2010 – August 2013)
Project Designer

A creative agency offering services in the UK and globally.

- Progressed from work experience to Junior Designer to Project Designer in just two years.
- Integral part of team, creating and artworking two 60-page catalogues and supporting collateral every 3-4 weeks.
- Implemented and trained a production QA.
- Worked with external photographers.
- Managed design work-flow and deadlines when requested by the Design Manager.

Freelance: (Winter 2009 – Spring 2010)
Fine art exhibition catalogue

- Created a brand identity and developed client relationship.
- Produced a 28-page exhibition catalogue.

Education

London College of Communication: (September 2007 – 2010)

BA (hons) Design for Graphic Communication
2:1 at degree level

FdA in Design for Graphic Communication - Merit Plus

West Herts College:

(September 2006 – 2007)

Access course: in Art and Design