

SARA SURMONT

SUMMARY

Thoughtful, creative and detail-oriented graphic designer with a B.A. in Graphic Design and Media Arts and a background in architecture and project management. Extensive experience with the design process from conceptualization through delivery with a solid understanding of design thinking principles. Proven ability to manage project timelines, create compelling designs, and work independently and on teams.

EDUCATION

B.A., Graphic Design and Media Arts

Southern New Hampshire University, 2025

M.A., Architecture

NewSchool of Architecture and Design, 2010

Certificate, Digital Media

Moore College of Art and Design, 2007

B.A., Economics

Harvard University, 2003

SKILLS

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe XD
- Adobe After Effects
- Figma
- UX/UI
- Canva
- Google Products
- Microsoft Products
- Salesforce
- Marketing Emails
- HTML/CSS
- WordPress
- CMS
- Social Media Platforms

EXPERIENCE

Marketing Coordinator and Graphic Designer

APR 2025 – Present | Pandion Optimization Alliance | Rochester, NY

Support marketing efforts with a focus on graphic design, email marketing campaigns and social media.

- Design and develop visual marketing materials including proposal graphics, advertisements, event collateral (exhibits, signage, informational pieces), infographics, HTML marketing emails, social media content, and website visuals to elevate brand presence across print, digital, and event platforms.
- Work with different departments to understand needs and deliver effective designs.
- Maintain brand consistency, ensuring that all visuals and messaging align with the brand's identity and guidelines.
- Conceptualize campaign ideas and develop associated visual materials.
- Develop original copy, designs and images, and manage content calendars and digital asset libraries.
- Perform CMS management and updates.
- Prepare files for print and web and manage the print production process and coordinate with vendors.

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Graphic Designer

AUG 2022 – Present | Freelance | Rochester, NY

Create visual content for various clients across print, web and social media platforms. Understand client needs, develop creative concepts, and deliver effective designs across different media.

- Develop visual concepts and designs for various projects, including logos, websites, and marketing materials.
- Maintain brand consistency by ensuring that all visuals and messaging align with the brand's identity.
- Utilize design software to create and refine designs, including typography, color palettes, and imagery.
- Present design concepts to clients and incorporate feedback to finalize designs.
- Prepare files for print and web and manage the print production process.
- Manage multiple projects simultaneously to meet deadlines.

Senior Project Manager

AUG 2015 – OCT 2021 | CBRE | San Diego, CA

Led and oversaw multiple design and construction projects from inception to completion, ensured they were delivered on time, within budget, and to the required quality standards. Managed project teams and client relationships.

- Led and managed project teams, including architects, designers, engineers, contractors, and subcontractors, ensured effective coordination and collaboration.
- Developed and managed project schedules, budgets, and resource allocation plans.
- Served as the primary point of contact for clients, provided regular updates, addressed concerns, and maintained strong professional relationships.
- Identified and mitigated project risks, developed contingency plans, and troubleshoot issues to maintain project momentum.
- Provided regular updates to senior management and stakeholders on project status, addressed challenges, and ensured clear communication throughout the project life cycle.
- Oversaw the review and approval process for all design and construction documents, including contracts, RFIs, and change orders.

Naval Officer

MAY 2011 – JUN 2015 | US Navy | Various

Served as a Naval Officer in an operational Seabee battalion and managed the design and construction process for base improvement projects and disaster recovery.

- Served as Charlie Company Commander, directing a team of 90 troops and overseeing all administrative, training, and operational activities and earned Seabee Combat Warfare and Craftmaster qualifications.
- Oversaw the entire life cycle of construction and maintenance projects, from initial planning to completion.
- Ensured the efficient operation and maintenance of military shore facilities, including utilities and environmental systems.
- Provided leadership during military operations, humanitarian assistance projects, and disaster relief efforts.

Graphic Design Intern

FEB 2006 – JUN 2010 | Re:Vision Architecture | Philadelphia, PA

Created visual content for print and web and helped develop the brand identity.

- Developed visual concepts and designs for various projects, including educational "1-pagers", newsletters, marketing materials and web content.
- Worked with team members to create a graphic branding language and identity.
- Maintained brand consistency by ensuring that all visuals and messaging were aligned.
- Worked with team members to brainstorm ideas, develop concepts, and refine designs.
- Utilized design software, optimized images, managed files, and assisted in the print production process.