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SARAH FREY

EDUCATION

University of Cincinnati, Cincinnati, Ohio
College of Design, Architecture, Art, and Planning
Graphic Communication Design Major,
Class of 2019, 3.5 GPA

WORK EXPERIENCE

BHDP | Cincinnati, Ohio | June 2019 – Current

Senior Experiential Graphic Designer + People Manager, full time

Senior Experiential Graphic Designer, Project Manager, and People Manager with a focus on creating impactful storytelling moments that connect communities to their environments. Expertise in experiential graphic design is applied across diverse sectors, including retail, workplace, and higher education, through close collaboration with interior designers, architects, and multidisciplinary teams.

Responsible for managing projects from concept to completion, ensuring alignment with client goals, timelines, and budgets. Proven track record of leading client relationships, providing creative direction, and delivering strategic design solutions that meet both aesthetic and functional objectives.

Strong leadership skills demonstrated through mentoring junior designers, overseeing project team workflows, and managing the Experiential Graphic Design (EGD) team's intern program—including recruitment, onboarding, and development.

Developed tools and systems to streamline team processes, improve operational efficiency, and maintain quality standards across projects. Experienced in training and onboarding new team members, with a focus on equipping them with the knowledge and resources needed for success.

CallisonRTKL | Dallas, Texas | August 2018 – December 2018

Brand Service Intern, full time

Specialized in human-centered design and the creation of branded environments. Collaborated in multi-disciplinary teams to deliver well thought out branded destinations that positively impact people and communities.

Chute Gerdeman | Columbus, Ohio | May 2017 – May 2018

Brand Communications Intern, full time

Worked in multidisciplinary teams to develop and translate brands into built environments. Helped bring to life experiences that connect people to brands.

Packaging Corporation of America | Fairfield, Ohio | January 2016 – December 2016

Graphic Design Intern, full time

Worked with a team of graphic and industrial designers to create point of purchase displays. Maintained brand standards throughout various displays, prepared files for production.

SKILLS

Project Management, People Management, Time Management, Detail Oriented, Production Art, Mentoring, Client Leadership, Brand Standards, Team Leadership, Storytelling, Collaboration & Cross-Functional Coordination, Process Development & Optimization, Training & Onboarding, Creative Problem-Solving, Adobe Photoshop, InDesign, Illustrator, and Acrobat, Digital Photography, Microsoft Office Suite, Miro