

SARAH BUSH

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QUALIFICATIONS

Dedicated, decisive, and highly skilled professional with a Masters Degree in Fine Arts and accomplishments in managing teams and utilizing technology in the delivery of MarCom strategies and campaigns. Motivational leader and active team participant who manages multiple responsibilities simultaneously in a fast-paced, highly competitive environment. Creative problem solver and dynamic communicator who develops and delivers product, industry training material, and outside communication.

PROFESSIONAL EXPERIENCE

Techniques and Processes

- MFA in Decorative Design; experience and expertise in the following techniques:
 - Acid and reactive dyeing and printing
 - Digital inkjet printing on silk and cotton
 - Silkscreen: photo, drawing fluid, cut paper, and film
 - Traditional wool felting
 - Woodcuts, fabric stamps, and stencils
 - Traditional and digital scrapbooking
 - Decoupage
 - Discharge dyeing
 - Traditional vat marbling
 - Fabric and paper collage
 - Sewing and serging
 - Paper arts
 - Metal Embossing
 - Beading and jewelry design
- Fluent in the following graphics software:
 - Photoshop
 - Illustrator
 - Fireworks
 - Dreamweaver

Design

- Developed and delivered *Studio U's* process for a custom crafting experience for non-crafters to reproduce and customize upscale craft projects as a unique retail entertainment offering.
 - Established the design studio in NYC for *Studio U*.
 - Created and supervised the development of hundreds of unique projects for in-store crafting experience.
 - Designed seasonal collections for seven floor changes per year and developed best-selling technique categories, resulting in a 31% sales increase in one year.
 - Supervised the development of the personalization service area of the store for both children and adults.
 - Reconfigured outside vendor craft supplies and projects to fit into store concept.
- Represented *Bx2/Berry Jewelry* at international and national trade shows; compiled and delivered reports on industry trends, and designed and developed wholesale gift collection.
 - Traveled overseas to attend trade shows, worked with factory representatives, generated samples, and executed quality control.
 - Developed signature home accessories collection that sold to stores including Bloomingdales, Fred Segal, and Lord & Taylor.
 - Customized home décor and jewelry collections for private label and corporate accounts such as Abercrombie & Fitch, Express, and Old Navy.

Management and Leadership

- Developed and managed the financial projections and budgets for design and product creation for *Studio U*; recommended additional income sources to complement core business.
- Managed *Studio U* designers and assistants as well as designed full collections.
 - Led design team in development of merchandising calendar, seasonal collections, workshops, kits, and special projects.
 - Ensured all designers and assistants remained on track and reached established goals.

PROFESSIONAL EXPERIENCE

Continued

Management and Leadership

- Defined and implemented *Studio U* merchandising strategies and product assortment; oversaw buying, sourcing, and inventory strategies.
- Made recommendations on all IT purchases for studio and stores; and determined method for data storage, maintenance, and distribution of all files related to developed product for *Studio U*.
- Managed the design and content for web site at *Yeshiva University/The Albert Einstein College of Medicine*.
 - Built and managed the maintenance of two large, decentralized web sites; resolved architecture issues; generated graphics and stand-alone interfaces; and managed a team of four developers.
 - Collaborated with senior administration to generate content and determine parameters of all major projects to best suit the needs of the various colleges within the university.

Marketing, Communications, and Training

- Developed overall advertising objectives and marketing strategies with senior management at *Studio U*.
 - Worked with advertising agencies to ensure brand consistency in advertising and PR campaigns.
 - Edited and wrote email newsletters, web site product copy, project instructions, and editorial copy for press releases.
 - Created copy and supervised the maintenance of branded in-store signage and communication.
- Developed and delivered training material for execution of product and seasonal projects by the *Studio U* store staff and customers.
 - Ensured the brand image was clearly executed in product assortment and translated by front line staff.
 - Trained all design studio personnel in Photoshop and Illustrator.
 - Presented and taught a variety of art techniques to general public—from in-store workshops to appearing on a national satellite television show as a crafting expert.
- Developed and delivered presentations and training workshops for *Yeshiva University* on various web-based computer programs to faculty, senior staff, and university-wide communities.
- Recommended, customized, and tested the implementation of an online teaching system to be rolled out university wide at *Yeshiva University*.

WORK HISTORY

STUDIO U, New York and New Jersey <i>Creative Director</i>	2003–Present
YESHIVA UNIVERSITY/THE ALBERT EINSTEIN COLLEGE OF MEDICINE, Bronx, New York <i>Web Coordinator</i>	2000–2003
BX2/BERRY JEWELRY COMPANY, New York, New York <i>Senior Designer and Product Developer</i>	1998–2000
MY THIRD EYE ART WORKS, Goshen, Massachusetts <i>Owner, Designer</i>	1992–1998
DESIDERIO, Memphis, Tennessee <i>Co-Owner, Surface Designer</i>	1989–1991

EDUCATION

MEMPHIS COLLEGE OF ART, Memphis, Tennessee

Master of Fine Arts, Decorative Design, 1991

- Presidential Purchase Award, an annual award given to one graduating student whose work is purchased and hung in a sponsoring corporate office.

UNIVERSITY OF MASSACHUSETTS, Amherst, Massachusetts

Bachelor of Arts in English, cum laude, 1987