

Sara Steffens

Passionate Graphic Design Team Director with 10+ years of experience leading design teams and delivering impactful brand and visual solutions. Skilled in cross-functional collaboration, project management, and mentoring. Proven ability to guide projects from concept to execution, creating engaging experiences across digital and physical platforms.

Experience

Graphic Design Team Director

Church of the Resurrection in Leawood, KS | July 2021-Current

- Manage Graphic Design team, contractors and interns; including performance evaluations, goal monitoring, mentoring and conflict resolution.
- Lead contributor to the development of impactful graphics that are strategically designed to fulfill the organization's mission
- Catalyst of brand development to support marketing and advertising
- Maintain schedules, budgets and priorities to maximize team output
- Supervise the company's Canva account, overseeing user access, creating branded templates, and leading staff training on design best practices
- Collaborate cross departmental to ensure integrated marketing strategies with video production, web, social media, email, event management

Graphic Design Manager

Church of the Resurrection in Leawood, KS | May 2014-July 2021

- Managed Graphic Design team and created graphics including logos, layouts and illustration for digital and print format
- Established and maintained project management process
- Scheduled and supervised design team projects through the design and print process
- Managed and developed corporate branding
- Generated innovative design concepts in partnership with ministry clients
- Collaborated with marketing and video team to develop sermon series, capital campaigns, new programs and locations
- Developed and maintained relationships with contractors and vendors

Graphic Designer

Church of the Resurrection in Leawood, KS | May 2013-May 2014

- Created graphics and layouts for a variety of digital and print promotional materials including: advertisements, direct mail, worship bulletins, banners, flyers and logos
- Developed branding and graphics for live production, conference and ministries
- Collaborated with web, social and video teams to create digital graphics

Art Director

Anthem Publishing in Overland Park, KS | June 2012-May 2013

- Supervised and mentored design team that produced *KC Magazine*, *KC Business*, *Good Health KC* and *KC Options*
- Established creative and editorial timelines that met deadlines
- Scheduled and directed photo shoots
- Created layout design for covers, internal spreads, advertisements and promotional material for Anthem publications and clients
- Established and maintained relationships with photographers, illustrators, fashion stylists, hair stylists and makeup artists

CONTACT

📞 660.641.1776

✉ s.steffens.13@gmail.com

🌐 steffensdesign.com

EDUCATION

*Bachelor of Science,
Graphic Arts Technology
Management, Emphasis in
Graphic Design*

University of Central Missouri
Warrensburg, Missouri

SKILLS

- Dynamic Leadership
- Strong Conceptual Skills
- Cross Team Collaboration
- Detail & Deadline Driven
- Strategic Planning
- Team Building
- Adaptability
- Communication Skills
- Vendor Relationship Management

APPLICATIONS

-  Adobe InDesign
-  Adobe Photoshop
-  Adobe Illustrator
-  Canva
-  Microsoft Teams
-  Microsoft Word
-  Microsoft Excel
-  Microsoft PowerPoint
-  Microsoft Outlook
-  Asana
-  Zoom