

Sarah H. Rogers

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References available upon request

PROFESSIONAL PROFILE

Creative problem-solver and detail-driven maker with a passion for bringing bold ideas to life—on strategy, on time, and on budget. I care deeply about the work, the client, and the team behind it. I thrive at the intersection of storytelling, strategy, and design, always pushing for solutions that not only look great but resonate and perform across every channel. My experience spans across graphic design, brand strategy, experiential and exhibition design, advertising, digital, and packaging—anything with a story worth telling and a space worth transforming.

OBJECTIVE

Secure a leadership role at a forward-thinking, industry-leading agency or brand that values innovative thinking and fosters the creative process—particularly in the realms of retail and experiential design. I aim to shape meaningful, consumer-driven experiences that connect brand strategy with behavior, environment, and emotional impact.

EXPERIENCE

TPN (Dallas, TX – I live in Atlanta, GA)

Nov 2005 – Present

Senior Creative Director - Apr 2018 – Present

Currently the Senior Creative Director for Cricket Wireless at National Retail. I currently lead the environmental and event design. I have also lead design, innovation, concepting and execution for 12 retailers including Walmart, Target, Amazon and Best Buy. The national retail landscape is not a "one-size-fits all" approach, so my focus is on tailoring the brand solutions to each retailer and individual shopper to cut through the clutter and have the most impact and opportunity for sales.

Creative Director - May 2011 – Apr 2018

Provided creative leadership and brand expertise between creative (copy and art), account, studio, production and other support groups both internally and externally. Led integrated creative solutions and connected experiences through static and digital mediums. I am an advocate for how copy, design and technology need to work together for stronger brand experiences. My clients know I will deliver strategically smart creative solutions that meet (and exceed) their expectations and goals.

CLIENTS | Comcast, Cricket Wireless

Associate Creative Director/Senior Art Director/Art Director - Nov 2005 – May 2011

Responsibilities included concept and design for websites, rewards programs and compelling, award-winning in-store promotions. Promotional partnerships included working with Disney, Marvel, Dreamworks, Warner Bros., Summit Entertainment Group. CLIENTS | Tropicana, Cricket Wireless, Walmart, VineOne, Bimbo Bakeries, Clorox, Pepsico, Propel

DesignGirl (Dallas, TX)

Nov 2003 – Nov 2005

Lead Creative Designer, Owner

Running my own business allowed me to manage projects from concept and design through production and delivery — keeping my clients coming back for more. Designed environmental graphics, promotional materials, logos, direct mail, print and web ads, brochures and invitations. Skills also include photo shoot design direction, budgeting and marketing plans

CLIENTS | Continental Cabinets, Furr's Restaurants, University of North Texas, HR SOUTHWEST, Hudson Productions, Cozymel's Mexican Cantina, Kirby's Steakhouse, Perry's Steakhouse, Texas de Brazil

the beaird agency (Dallas, TX)

Jan 2000 – Nov 2003

Art Director

Primarily focused on restaurant clients designing menus, dimensional in-store signage, front- and back-of-house collateral and photo shoot direction. Other client experiences included design of brand identity, P.O.S., newsletters, annual reports, and corporate brochures. Position also included copywriting and client presentations.

CLIENTS | Cantina Laredo, Good Eats, El Chico, Spaghetti Warehouse, Steak and Ale, Tony Roma's, Pizza Inn, Furr's Restaurants, Knox Park Village, Mockingbird Station, HR SOUTHWEST, City of Irving, Toreador Oil and Resources, Lone Star Park

SKILLS

- Creative strategy, concepting, design
- Brand Storytelling
- Leadership, client relations
- Business development, client pitch strategy
- Shopper marketing, shopping behavior
- Partnership marketing
- Team performance, collaboration
- Employee development, coaching
- Presentation development, Presentation leadership
- Problem solving, decision making
- Program and project management

TECHNICAL SKILLS

- Creative Suite: Illustrator, InDesign, Photoshop
- Microsoft Office: Power Point, Word, Excel, Outlook, Teams, Share Point
- Workfront
- Keynote
- AI based tools: ChatGPT, Claude, Gemini, Firefly

PROFESSIONAL ORGANIZATIONS

Retail Design Institute (Atlanta/SE Chapter)

- President (Atlanta/SE Chapter) 2022 to present
- Communications Chair 2021 - 2022

EDUCATION

Texas Tech University

- Bachelor of Arts (B.A.) in Design Communications
- Cum Laude