



# SARAH NICHOLS

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## ASSC. DIRECTOR EXP. DESIGN

90Octane, 2020 - Present  
Denver, CO

Built out the experiential design division and offering, including leading the team, developing an agency POV, and creating award winning digital experiences. Responsible for strategic direction and design across multiple clients including Boeing, Querencia, Paladina Health, and Forcepoint.

## LEAD ART DIRECTOR

90Octane, 2017 - 2020  
Denver, CO

Lead a team of designers and provided strategic insight, guidance and creative work across multiple clients including Querencia, Cherwell, IBM Watson Health, Magento, Paladina Health, Children's Miracle Network and Forcepoint.

## ART DIRECTOR

The Integer Group, 2014 - 2017  
Denver, CO

Leveraged high end design with core consumer insights to concept and create strategic campaigns across all consumer engagement channels (Digital, in-store, out of home, and packaging) across a variety of brands including Kellogg's, Pop Tarts, Keebler, Pringles, Cheez-it, P&G, Starbucks, and Seattle's Best Coffee

## INTERACTIVE DESIGNER

DSI Global, 2014  
Kansas City, MO

Created engaging designs for Enterprise Management apps across a wide variety of mobile devices including IOS, Android and Windows Mobile.

## SR. MARKETING SPECIALIST

UMB Financial, 2011-2014  
Kansas City, MO

Campaign manager for all UMB and Affinity credit card mail and email campaigns, functioning as the designer as well as managing production and ROI.  
Developed UX/UI for the consumer facing online credit card application platform and online platform, CardPartner.com, including the rebranding of both platforms.

## ART DIRECTOR

MOJO Ad, 2011  
Columbia, MO

Concepted and created fully integrated marketing campaign and platform development targeted at the Youth and Young Adult (YAYA) market for Hallmark.

BACHELOR OF JOURNALISM  
University of Missouri Columbia, MO

BACHELOR OF ART  
University of Missouri Columbia, MO