

Sarah Dams

Art Director & Lead Designer

STRATEGY • CRAFT • CULTURE

sarahdams.com

Senior designer and art director creating brand identities, integrated campaigns, presentations, publications, digital experiences, and experiential design across print and digital platforms. I combine creative direction, visual storytelling, typography, and hands-on design to build thoughtful, cohesive work from concept through production. I'm at my best collaborating with creative teams and turning ideas into work that connects.

VISUAL COMMUNICATION EXPERTISE

Brand Identity

Building scalable brand systems that create clarity and consistency.

Creative Direction

Leading ideas from strategy and concept through launch.

Integrated Campaigns

Connecting print, motion, digital, social, and experiential into cohesive brand experiences.

Marketing Communications

Presentations, sales materials, websites, social, email, and customer communications.

Editorial & Report Design

Publications, annual reports, magazines, and long-form storytelling.

Experiential Design

Environmental graphics, event branding, and spatial experiences.

CREATIVE TOOLKIT

InDesign, Illustrator, Photoshop, Acrobat, Figma, Microsoft, Google, WordPress, Canva, Keynote, AI Creative Workflows

RECOGNITION

Gold & Multiple Silver ADDY Awards

LEADERSHIP

Past President, AAF Greater Lehigh Valley

EDUCATION

BFA, Communication Design, Kutztown University

EXPERIENCE

Sarott Design – Lead Designer & Principal

2013 – Present

Lead the design and production of visual communications for organizations across healthcare, engineering, higher education, nonprofit, automotive, and professional services. Develop reports, presentations, publications, marketing materials, websites, and integrated campaigns while partnering with clients and internal teams to communicate complex information with clarity and impact.

SELECTED HIGHLIGHTS

Lehigh Valley Auto Show – Conceived and art directed the annual integrated environmental brand experience for a 60,751-attendee event spanning more than 140,000 square feet, developing the creative concept and executing it across advertising, digital, environmental graphics, signage, presentations, sponsorship materials, social media, and the on-site brand experience.

Resilient Lehigh Valley – Led the rebrand and digital experience for a community initiative focused on mental health and resilience. Developed a cohesive visual identity and communication system spanning website, marketing materials, social media, presentations, and community outreach to strengthen awareness and engagement.

BKT Korean Culture Project (Bad Korean Teacher) – Art directed the cross-cultural brand identity for an initiative bridging communities through culture, education, and shared experience. Developed a visual system (mark, palette, type, packaging, photography, motion, and multilingual storytelling) that honors Korean heritage while remaining open and accessible across gallery, print, community, and digital touchpoints. Earned a Gold ADDY Award at the 2026 American Advertising Awards.

Jangle AMC – Senior Designer

Prior Agency Experience

Led integrated branding and marketing initiatives for national and regional clients across healthcare, retail, higher education, nonprofit, and corporate sectors, collaborating with strategists, writers, account teams, and executive stakeholders from concept through production.

GUIDING PRINCIPLES My process begins with curiosity. Trust builds better creative. AI expands what's possible. Craft makes it meaningful.