

PORTFOLIO & SELECTED WORK

Strategy. Craft. Culture.*

Sarah Dams — Art Director & Lead Designer

BRAND IDENTITY • CREATIVE DIRECTION • VISUAL COMMUNICATION

sarahdams.com

*Not AI slop. Human-led. AI-assisted.

I bring the thinking, the craft,
and the collaborative energy
that turns ideas into
unforgettable work.

My work spans brand identity, campaigns, publications,
presentations, digital experiences, and environmental design.

I believe the strongest work begins with strategy, comes to life
through craft, and succeeds through collaboration. I lead when a
project needs leadership, and stay hands-on when it needs design.

SAROTT DESIGN

- * Founder & Lead Designer, 2013 — Present
- * Brand • Campaign • Experiential Design
- * Lehigh Valley, PA



Where I add value.

Brand Identity Visual identities and scalable design systems.	Art Direction Visual tone shaped through imagery, typography, and composition.	Campaigns Integrated, consistent creative across print, digital, social, and experiential.	Editorial + Publications Annual reports, magazines, newsletters, and long-form storytelling.
Motion Direction Concepting and storyboarding motion that extends the brand system.	Digital + Presentations Websites, social content, email, presentations, and digital campaigns.	Experiential Event identities, environmental graphics, signage, and spatial design.	AI-Enhanced Creative Emerging tools used thoughtfully for ideation, exploration, and production.

TOOLS Adobe Creative Cloud • Figma • Microsoft • Google • WordPress • Canva • AI Creative Workflows • Motion + Storyboarding

03 — SELECTED WORK

BRAND IDENTITY

ART DIRECTION

EDITORIAL

DIGITAL

BKT Korean Culture Project

A cross-cultural identity created to bridge communities through culture, education, and shared experience. The visual system spans identity, typography, illustration, color, motion, and multilingual storytelling.

ROLE

Creative Direction • Brand Strategy • Identity Design • Art Direction

RECOGNITION

2026 Gold ADDY Award, American Advertising Awards



BAD KOREAN TEACHER — 2026 GOLD ADDY



CAMPAIGN EXPERIENTIAL DIGITAL ENVIRONMENTAL

Annual creative direction for the region's largest automotive showcase, translated across advertising, digital, social, environmental graphics, signage, presentations, sponsorship materials, and the on-site brand experience.

ROLE

Creative Direction • Campaign Concept • Design • Environmental • Production

ROLE

Creative Direction • Campaign Concept • Design • Environmental • Production



03 — SELECTED WORK

BRAND SYSTEM

DIGITAL

SOCIAL

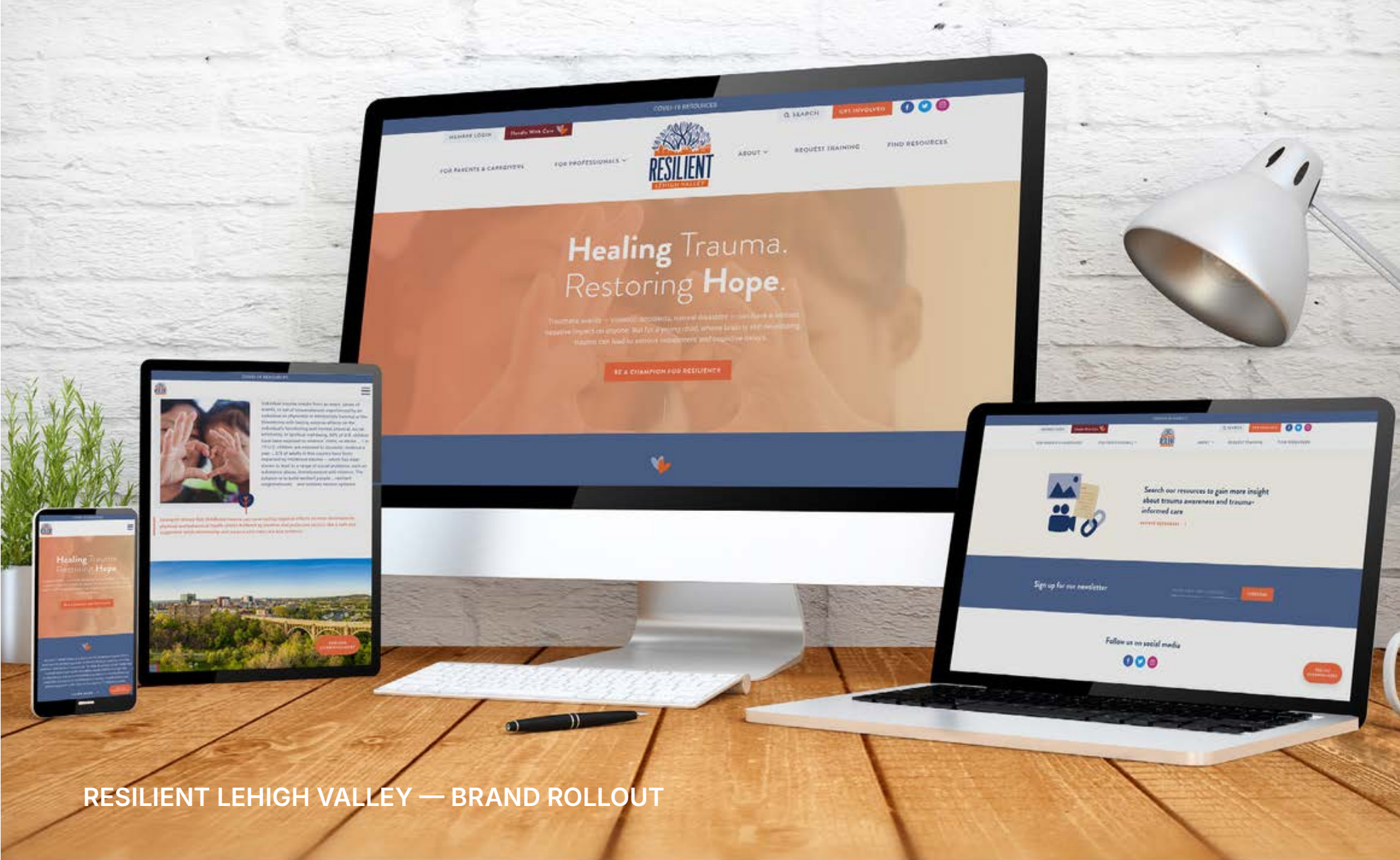
COMMUNITY

Resilient Lehigh Valley

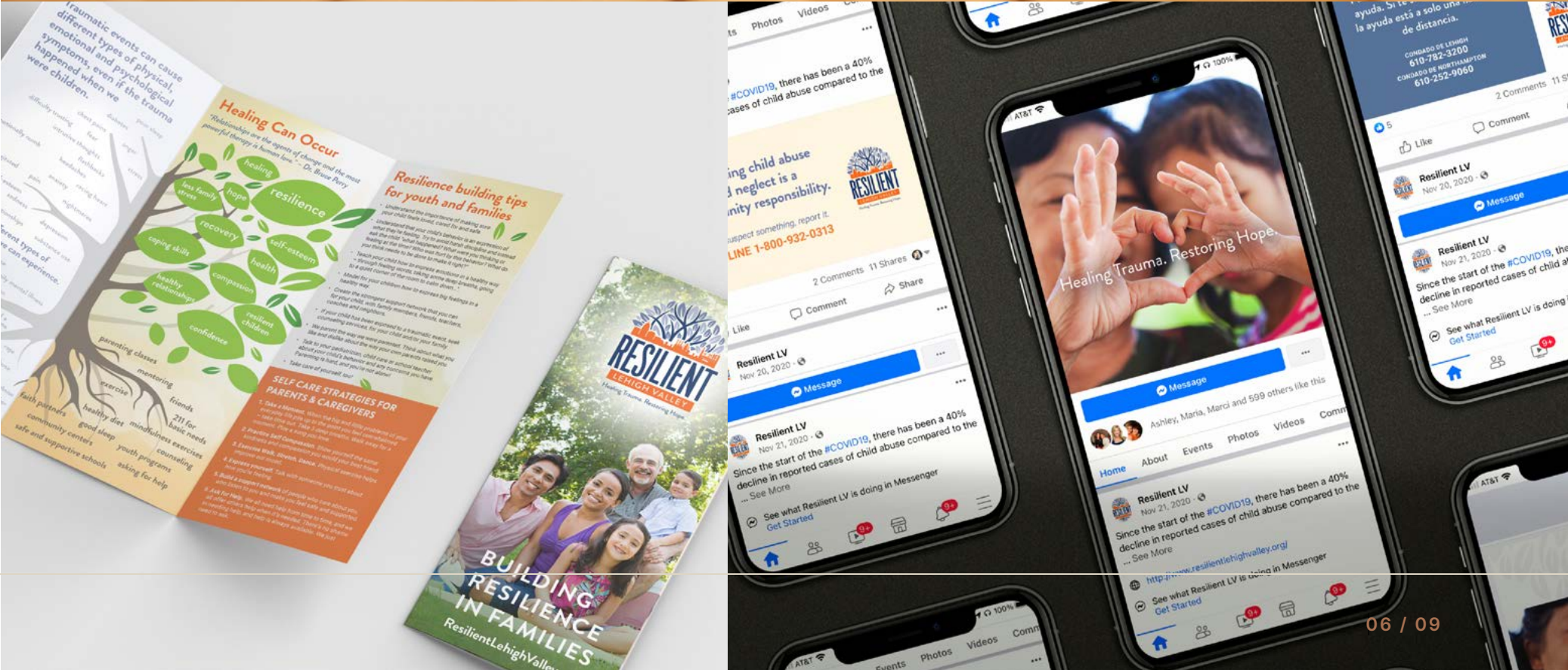
A brand and communication system for a community initiative focused on mental health, trauma, and resilience. The identity extends across digital, print, social media, presentations, and community outreach.

ROLE

Brand Strategy • Creative Direction • Visual Identity • Web Design



RESILIENT LEHIGH VALLEY — BRAND ROLLOUT



03 — SELECTED WORK

BRAND SYSTEM

DIGITAL

SOCIAL

WELLNESS

Yoga Tone®

A visual identity for a fitness and wellness brand centered on strength, balance, and longevity. The system uses custom typography, geometric forms, and a restrained color palette to create a modern identity that feels strong, approachable, and distinctly different from traditional yoga branding.

ROLE

Brand Strategy • Creative Direction • Custom Logotype Development • Visual Identity



03 — SELECTED WORK

BRAND SYSTEM

LOGOTYPE

SOCIAL

SERVICE

Shipshape

A brand identity for a professional organizing service built around the idea of putting everything in its place. The visual system pairs a bold, playful logotype with an energetic color palette and flexible graphic elements designed to work across print, digital, and everyday brand touchpoints.

ROLE

Brand Strategy • Creative Direction • Logo Design • Custom Type



LET’S START THE CONVERSATION

Strategy. Craft. Culture.
Talk to me.

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