



SAVANNAH SANDERSON

Graphic Designer

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PROFESSIONAL SUMMARY

Detail-oriented graphic designer with 5 years of experience in multi-channel visual design, based in Denver, Colorado. Known for delivering compelling graphic visualizations and creative approaches that align with client goals while adhering to brand identity. A fast learner who quickly adapts to new environments and continuously develops skills to meet evolving design challenges.

EDUCATION

University of Louisville | Hite Institute of Art and Design

Louisville, KY

Bachelor of Fine Arts in Graphic Design

- Red Beret Award for Outstanding Portfolio
- Daniel Stewart Scholarship in Design Recipient

EXPERIENCE

Associate Designer

Denver, CO | Hybrid

Ibotta

December 2024 – Present

- Recognized as subject matter expert in B2B paid media visual creative, collaborating with the business marketing team to conduct A/B testing and leveraging data insights to optimize key performance metrics including impressions, click-through rates, engagement, and overall clicks
- Develop and maintain core Figma brand asset library composed of key brand assets, components, prototypes, and templates that are heavily utilized by the B2B creative team
- Execute multi-channel designs for key stakeholders including sales collateral, paid media display ad campaigns, experiential event designs, social graphics, landing pages, presentation decks, emails, blinded product mockups, and short-form animations
- Leverage generative AI softwares including Adobe Firefly and Google Gemini to assist in various stages of my creative process

Content Creator/Design Contractor

Remote

Zest Health

November 2024 – April 2025

- Developed multi-channel designs for both client and consumer facing audiences including whitepapers, ebooks, newsletters, and social media graphics using Adobe Creative Cloud softwares and Figma
- Curated an image asset library using Adobe Stock and utilized Adobe Photoshop design software to edit images to adhere to brand identity standards

Associate Designer

Remote

Teladoc Health

May 2023 – July 2024

- Collaborated with art directors and copywriters to create and present compelling creative concepts to key stakeholders that delivered multi-channel campaigns that grew member base and increased member engagement
- Partnered with brand and strategy leaders to conduct A/B visual tests, A/B content tests, and targeted user tests to gather key data insights to leverage on future engagement strategies
- Delivered strategic and creative solutions for marketing campaigns across all channels including email, direct mail, paid media advertisements, and organic social media
- Kept up to date with visual trends and best-practices for print, email, social media and other marketing communications

Brand Designer

Remote

Bamboo Health

June 2021 – April 2023

- Collaborated with internal stakeholders to develop and design the 2023 brand guidelines, ensured consist visual brand identity across all deliverables and marketing communications
- Led cross-functional collaboration with internal and external stakeholders to execute the 2021 brand launch and the 2022 brand refresh, creating cohesive assets across web, social, trade show events, and product marketing channels
- Produced multi-channel content to drive brand awareness and support product marketing initiatives including social media campaigns, print collateral, and digital assets