

Sarah Lee Grillo

Visual Journalism, Graphic Design, and Illustration

CONTACT



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EDUCATION

Certificate in Graphic Design / The Shillington School

July 2017

B.A. in Arts and Social Change / Burlington College

May 2007

EXPERIENCE

Editor, Editorial Design / Axios

2018 - current

At Axios I oversee, art direct, and manage our illustration team. Day-to-day, my job entails responding to requests for visuals and working with our writers to decide on appropriate directions for illustrations and photography. Volume-wise, I generally create between one to four illustrations daily. Our rapid turn-around times necessitate team-wide critique and refinement of work, ensuring that the visuals are conceptually strong, reader-first, and adhere to the Axios model of smart brevity.

Additional responsibilities include pitching and creating longer-term visual journalism pieces, storyboarding and designing for our editorial video series, and coordinating and executing style frames and design assets for Axios on HBO.

FREELANCE

Editorial Illustrator / Various Publications

ongoing

Freelance editorial work has included pieces for Eater and Atlas Obscura, with a particular interest and focus in food and travel-related stories.

Key Art for Various Projects / Stun Creative

ongoing

My work for Stun Creative has included work on key art campaigns for Axios on HBO, season 6 of Silicon Valley, and various Netflix projects.

FREELANCE (CONT.)

Designer / Influenster

2017

With Influenster I created packaging, postcards, social media assets, and infographics with rapid turn-around times for leading consumer product companies.

Branding Designer / Purpose

2017

As a branding agency with a focus on non profit clients, I assisted in developing brand guidelines and designing brand identity books. This included finalizing logos based on client feedback, developing graphic treatments, establishing brand guidelines such as proper logo use, color palettes, typographic specifications, graphic treatments, and additional collateral, and incorporating these into brand identity guides.

Designer / Atlantic Television

2017

My work for the video production company Atlantic Television included developing pitch decks for potential clients and additional promotional materials as needed, including brochures and postcards.

Illustrator & Storyboard Artist / Colgate Palmolive

february - may 2017; october 2017

I worked with the Worldwide Director for Global Brand Design and the Global Marketing Director to create a series of illustrations and graphics for an internal communication project. This included ideation of graphics to communicate concepts outlined in the storyboard, development of multiple design directions, and creation of illustrations. I later translated these into whiteboard drawings, which were filmed and incorporated into a video presented company-wide. Later work for Colgate included ideation and live storyboarding of ideas in a Colgate Optic White workshop to develop new approaches to promoting the product to consumers.

Chapter Book Illustrator / Cake Literary

2015 - 2016

I worked for this literary production company developing illustrations for a middle-grade illustrated chapter book. Work included creating character designs, proposing illustrations where I thought necessary throughout the script, and drawing roughly thirty digital illustrations to create a PDF to shop around to publishers.

Sketchnote Illustrator / Pearson

2013 - 2017

With Pearson I created illustrations for animated sketch-note videos to accompany published text books. Work included collaborating with the producer on possible approaches to scripts—including the development of design directions to suit the aesthetic of each project—the creation of multiple digital illustrations from scripts (these could sometimes include up to 60 scripts at a time), and edits as required. Additional work included hiring and managing colorists when needed. Additionally, I was contracted to do illustrations for textbooks.