

Sarah Lee Grillo

Visual Journalism, Graphic Design, and Illustration

CONTACT



New York, NY



sarahleegrillo.com



sarahleegrillo@gmail.com



802-355-3951

SKILLS

SOFTWARE

Photoshop, InDesign, Illustrator, Sketch

DESIGN

Art direction, branding, packaging, digital imaging, ideation, UI/UX

ILLUSTRATION

Editorial, portraiture, sketchnote animation, children's books, sequential

WRITING

Journalism, copy writing, proposals, press releases, grants, blogs

EDUCATION

Certificate in Graphic Design / The Shillington School

July 2017

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

May 2007

EXPERIENCE

Senior Visual Journalist, Editorial Design / Axios

2017 - current

My primary responsibility at Axios is responding to requests for visuals and working with our writers to decide on an appropriate direction for illustrations. Volume-wise, I generally create between one to four illustrations daily. Our rapid turn-around times necessitate team-wide art direction, ensuring that the visuals are conceptually strong, reader-first, and adhere to the Axios model of smart brevity.

Additional responsibilities include oversight of fellow illustrators, pitching and creating longer-term visual journalism pieces in collaboration with our data journalists, and coordinating and executing graphics for Axios on HBO.

FREELANCE

Freelance Designer / Influenster

2017

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

Freelance 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.

Freelance 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—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 published textbooks.