



## SARAH KARLSON

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### EXPERIENCE

#### Amazon.com, 2010-2023

##### Sr. Brand Designer, Amazon Style, Physical Stores 2020-2023

- Develop, launch, and manage brand architecture (naming, visual identity, logo design, color palette, typography, personality, tone/voice, and original brand guidelines)
- Translate and design the brand expression across the end-to-end digital and physical retail experience
- Collaborate with Digital UX Product and Store Design & Development teams to define core customer experience and develop and launch ongoing experimental features
- Collaborate with UX Design, Product, and Tech teams to create new mobile app and innovative fitting room physical plus digital customer experience
- Develop visual communication strategy for customer education for unique behaviors across all digital and physical touchpoints in the innovative retail experience
- Define wayfinding and merchandising in-store signage system and content hierarchy
- Define Marketing in-store hierarchy across all physical and digital placements
- Create and manage production and installation of visual communication design and environmental graphic design strategy for new store openings and high-visibility events like Prime Day and Holiday
- Define campaign and manage design and production of in-store and out-of-home creative marketing campaigns
- Source, manage, and provide creative direction for external vendors (large format, traditional, and environmental printing, industrial design and building companies (prototyping and high-fidelity signage and fixtures) and creative agency (brand photography, video and motion design)
- Define original Brand team structure, roles and responsibilities; hire, develop and manage full-time design roles, creative contractors, and copywriter
- Onboard and mentor creative and partner team member
- Manage brand budget and allocation across capital/operating expenditures and external vendors

##### Sr. Retail Experience Designer, Amazon Go 2019-2020

- Collaborate with stakeholders and Creative Director to re-brand and launch Amazon Go Grocery concept store with Just Walk Out™ Technology
- Define communication strategy and visual system for customer education
- Define and design electronic shelf label digital templates system across all categories
- Collaborate with developers and program managers to test and develop backend pricing system
- Design leadership through design team hiring, talent development, creative inspiration, and art direction

##### Sr. Art Director, Global Core Shopping Organization, 2019

##### Art Director, Core Shopping, 2017-2019

##### Visual Designer II, Core Shopping, 2016-2017

- Define visual direction, templates, and global event style guides for Amazon.com Homepage
- Manage content approvals and provide art direction for campaigns featured on Amazon's homepage across multiple platforms for 150+ businesses and subbrands including Alexa, Prime, Fresh, Amazon Music, and external partnerships
- Collaborate on strategy and design original editorial content launch
- Hire and manage visual designers
- Partner with UX Design and UX Research teams on strategic programs and features

##### Visual Designer II, Amazon Video 2011-2016

##### Visual Designer, Amazon Video 2010-2011

- Define visual direction for major marketing campaigns and content launches
- Establish and art direct lifestyle photography
- Develop cross-platform templates, guidelines and project intake process for cross-team programs
- Own creation and implementation of brand guidelines for Amazon Video and Prime Video establish onboarding best practices
- Create original template designs for on-demand printing
- Design vendor-facing documentation for content ingestion; initiate training sessions to increase internal efficiency

##### Fiesta Bowl Organization

##### Graphic Design Manager, 2006-2009

##### Graphic Designer, May-June 2006

- Define visual direction and design graphic suites including publications, signage, and print collateral for two national bowl games and over 40 state-wide events
- Establish design project management system; hire seasonal designers
- Source and manage external print vendors
- Responsible for in-house event photography and manage digital asset library

### DESIGN LEADERSHIP

#### Amazon Design Community

Conflux (Global Design Conference) Keynote Speaker, 2022  
Conflux Volunteer, 2017-2022

#### Amazon Women In Design Organization

Brand and Identity Design, 2020  
Board Member, 2020-2021

#### Amazon Global Mentor Program, 2010-2022

#### Global Amazon Accessibility Month (GAAM)

Identity Design, 2018  
GAAM Volunteer, 2018

#### Amazon Core Shopping Organization

Recognition of Ownership Award, 2017

#### Arizona State University, School of Visual Communications

Senior Thesis Review Guest Panelist, 2021

### EDUCATION

#### BSD, Graphic Design, Arizona State University, 2006

Dean's Honor List, College of Design, 2002-2006

ASU Women's Swim Team, 2001-2005

Maroon & Gold Scholar Athlete, 2002-2005