

## SARAH KARLSON

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## EXPERIENCE

Amazon.com  
**Sr. Brand Designer,  
Amazon Style**  
*2020–present*

create and launch original brand architecture, visual identity, and naming for new store concept; translate the brand across the end-to-end digital and physical retail experience; collaborate with Product team to define customer experience and experimental features; define Brand team structure, roles and responsibilities, hire, develop and manage design roles, contractors, and copywriter; manage brand budget; define and drive annual goals; identify and partner with external print vendors; identify and engage creative agency to create brand photography, video and motion design

Amazon.com  
**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 visual system for in-store customer education communication; contribute to building design team through hiring and talent development

Amazon.com  
**Sr. Art Director,  
Core Shopping**  
*2016–2019*

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; these include Alexa, Prime, Fresh, Amazon Music, and external partnerships; collaborate on strategy and design original editorial content launches; hire and manage visual designers; partner with UX Design and UX Research teams on strategic programs and features

Amazon.com  
**Visual Designer II,  
Amazon Video**  
*2011–2016*

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

Amazon.com  
**Visual Designer,  
Digital Video**  
*2010–2011*

create original template designs for on-demand printing; design vendor-facing documentation for content ingestion; initiate training sessions to increase internal efficiency

O'Connor Photo Studio  
**Production Manager**  
*2009–2010*

photo editing and portrait retouching; create and implement new processes; in-house advertising design

Fiesta Bowl  
**Graphic Design Manager**  
*2006–2009*

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; manage external vendors; in-house photography

## EDUCATION

### **Bachelor of Science in Design, 2006**

Arizona State University

Dean's Honor List, College of Design, *2002–2006*

ASU Women's Swim Team, *2001–2005*

Maroon & Gold Scholar Athlete, *2002–2005*