

SARAH KARLSON

480-544-0294
smfisch@gmail.com

sarahkarlson.com
[LinkedIn](#)

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*