

Sarah Ko
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EDUCATION

USC, University of Southern California | GPA: 3.8

Senior, Class of 2022

- **Major:** Annenberg School of Communications, B.A, **Minor:** Design for Digital Experiences (Iovine & Young)
- **Honors:** Magna Cum Laude, Dean's List, Renaissance Scholar (for academic achievement in 2 different fields)

EXPERIENCE

Ogilvy, Junior Art Director / Creative Technologist

June 2021 - June 2022

- Collaborated with clients (listed below) to design high-level, strategic brand direction campaigning, and shipped brand style guidelines. Assets included logo styling, colors, typography, and print/digital asset usage guidelines
- Concepted and implemented Web 3.0 (NFT, Metaverse, AI, etc.) extensions into client pitches to increase customer engagement
- Developed working code in HTML, CSS, and JavaScript for prototyping and proof-of-concept purposes
- Designed mobile apps and websites with interactive UI elements for client's e-commerce platforms
- Research hands-on technical development of prototypes coming out of ideation, including AR/VR examples, physical IoT devices and installations/kiosks
- Created art direction for seasonal marketing campaigns launched on all social platforms, OOH, and TVC
- Implemented project timelines and hosted Design Crits for a team of 6 multidisciplinary designers and copywriters
- TV Commercial on-set Director: crafted 15-30 sec storyboards, worked with production team to implement creative vision, oversee handoff to clients for cable broadcast and social media advertising
- **Client List:** UGG, Coca-Cola, Kaiser Permanente, WorkDay, LG, InterContinental Hotels & Resorts, Work Day, La Marca, John Frieda, William Hill, Clos Du Bois, Ecco Domani, Arizona State University

LA Sparks (WNBA), Freelance Creative Director

Dec 2019 - June 2022

- Redesigned a complete 2022 season brand guideline, including art direction and social media best practices
- Supervised a team of freelance graphic designers, photographers/videographers, and interns to capture off-season content
- Produced, filmed, and edited national LA Sparks commercial from mobile to TV formats: broadcasted on National TV (ESPN), promoted on Social (IG, FB, Twitter), and WNBA League Pass (streaming)
- Worked closely with VP to design brand guidelines for 2020-2021 seasons: established typography, logo design + usage, brand colors, and partnership best practices.
- Ideated and implemented social marketing campaigns, grew LA Sparks Instagram from 128k to 302k followers
- Introduced, trained, and implemented new work-flow tools, including Notion, Slack, Airtable, etc., to promote cross-team collaboration and information clarity
- Creative Production of 1,000+ assets: Photo & video editing for LA Sparks live events, published to social channels

Scout House, Designer (Freelance)

Mar 2022 - June 2022

- Worked with clients to deliver high-fidelity prototyping for both internal and commercial launches
- Concepted and storyboarded video game trailers for Oculus with the Creative Director
- Developed frontend UI/UX design for Scout House's website (to be launched next year)

SKILLS

- **Technical:** Adobe Creative Suite, HTML, CSS & JS (Intermediate), Final Cut Pro, Figma, Sketch, Google Suite, Logic ProX, WordPress, Keynote, Sony Camera Equipment, Box Suite, Basecamp, Asana, Trello, Miro, Notion
- **Soft Skills:** Art Direction, Brand Analysis & Strategy, Social Media Strategy, Design, TVC Storyboarding, Cross-Team Collaboration, Team Leadership, Time Management, Organization
- **Language:** Mandarin (Fluent), Spanish (Proficient)

AWARDS & ACTIVITIES

- USC Undergraduate Student Government International Student Assembly Marketing Chair (2020-2022)
- Freelance Content Creator, Strategist, and Art Director (**Client List:** Nike, Tokyobike, Giant Robot Media, LA 2028 Olympics, Kendu Films, Easton Sports, John Chiang, The Bygone)
- Best Sports Podcast Finalist: 62nd SoCal Journalism Awards