

SARA SHOWERS

Senior Art Director

Portfolio site → sarashowers.com



CONTACT

sara.showers@gmail.com

248.914.3768

SUMMARY

Multidisciplinary creative with 7+ years of experience in art direction, visual communication, and cross-team collaboration. Combines strong design instincts with excellent organization, messaging clarity, and presentation-building skills. Thrives in environments where problem-solving, adaptability, and thoughtful storytelling move work forward. Known for being detail-driven, communicative, and grounded under pressure.

EDUCATION

Bachelor of Fine Art

Major: Advertising Design – Minor: Crafts

→ College for Creative Studies

SKILLS

→ CREATIVE + TECHNICAL SKILLS

- Adobe Creative Suite
 - Photoshop, Illustrator, InDesign, After Effects, Premiere, Lightroom
- Figma
 - UX/UI basics, prototyping, version control
- Google Workspace + Microsoft Office
 - (Slides, PowerPoint, Keynote, Docs, Excel)
- Photography, retouching, video editing, motion design

→ A.I. TOOLS + AUTOMATION

For Image and video generation, creative ideation, workflow automation:

- Midjourney
- Runway
- Adobe Firefly
- ChatGPT

SENIOR ART DIRECTOR

Doner Advertising

July 2023 – September 2025

- Led visual brand development and creative execution across multi-channel campaigns, including digital, social, OOH, TV, and in-store marketing.
Owned day-to-day creative output and ensured consistent brand voice across organic, paid, and internal communications.
Collaborated with cross-functional teams (strategy, production, account, media) to deliver on creative briefs and meet campaign objectives.
Produced high-quality concept work, design systems, and presentation materials for key clients.
Supported multiple client pitches, contributing to several successful wins.
Major clients: Meijer, The Detroit Zoo, Serta, The UPS Store, and Owens Corning.

ART DIRECTOR

Fusion92

August 2022 – July 2023

- Designed a scalable website template system for a major dental services organization, improving digital consistency across 1,700+ offices.
Contributed to integrated marketing campaigns across digital, social, video, and print touchpoints.
Supported creative leadership through concept development, asset creation, and execution across multiple client accounts.
Collaborated with UX, development, production, and strategy teams to deliver cohesive digital experiences.

ART DIRECTOR

Doner Advertising

June 2019 – August 2022

- Assisted senior creative teams in developing 360° campaign concepts, brand assets, and pitch materials.
Produced comps, layouts, social content, and presentation decks for broadcast, digital, and print campaigns.
Received hands-on production experience, including on-set creative support and post-production collaboration.

SARA SHOWERS

Senior Art Director

Portfolio site → sarashowers.com



CONTACT

sara.showers@gmail.com

248.914.3768

STRENGTHS

- Detail-driven with strong organizational skills
- Clear written + verbal communicator
- Strategic, solution oriented thinker
- Skilled in defining messaging/tone of voice
- Collaborative multi-tasker
- Expert presentation deck builder

ACHIEVEMENTS / AWARDS

New Detroit Water Tower Design

One Show, Young Ones Silver Pencil

D-Show Student Award

2 Student Addy Awards

Young Professional Council Member
Adcraft, Detroit

June 2022 - July 2023

XENITH

Freelance Photo Retoucher

August 2019 - June 2020

- Retouched product and portrait photography for a sports equipment brand, ensuring color accuracy, detail continuity, and brand consistency.

ART DIRECTION INTERNSHIPS

Milo Detroit | Identilock | The Mars Agency

September 2017 - September 2018

- Supported brand development, visual asset creation, and digital redesigns for consumer technology and Detroit-based small businesses.
Designed and animated social media content, helping elevate brand presence across multiple platforms and audiences.
- Contributed to shopper marketing concepts and campaign design for national brands including Lowe's, Crayola, and Snuggle in with oversight from creative mentors.