

Sarahjane Bernhisel

Illustrator & Entrepreneur

Sarahjane Bernhisel Illustration, 09/2014 - Current

DMED (Disney Media & Entertainment Distribution) - 2022

- Visual development artist for animation & graphic designer for specialty Disney projects including Disney100 and a RealTime animation holiday special for Big City Greens, as seen on Disney+

Disney Television Animation - 2020

- Designed YouTube spot illustrations for preview images on videos

Back of the House Restaurant Group - 2023

- Designed illustrations and marketing materials for restaurant newsletters for email and social media

TJX (TJMaxx, Marshall's, Homegoods) - 2019-2021

- Designed surface illustrations for home décor and consumer products such as pillows, wall art, and tote bags

Deloitte Consulting - 2014, 2022

- Illustrated B2B pitches for new business concepts and proposals, also worked with them on researching and pitching DMED Disney100 project to Disney executives.

Riding Mountain and Prince Albert National Parks 2019-2021

- Designed interactive and layered anatomy exhibits in visitor centers for children about the American bison and First Nation and Native American cultures' use of the whole animal

Dexati 2013 - 2014

- Part of an international team that created vector assets & animation cycles to use for photo apps & games in the Google Play Store

Personal Work 2014 - current

- Developed first self-employed business plan designing & selling art prints, stationery & small art accessories. In addition to maintaining an active Etsy store, products are sold at local craft fairs & wholesale to independent retailers.

- Custom projects include branding, wedding invitations & portraiture.

Bay-Made, 06/2017 - Current

Proprietor of successful brick-and-mortar Oakland, CA gift shop @ 3295 Lakeshore Ave & bay-made.com

Responsibilities include: overseeing employees, bookkeeping, curation of brand cohesion & graphic design, management of corporate accounts, providing excellent customer service, buying & managing inventory, fulfilling & shipping online sales & custom orders, merchandising in-store inventory, photographing products, keeping current website & email newsletter content, social media management & marketing, gallery curation & hanging, event promotion, administering gallery & consignment contracts, teaching creative classes, & **sustains relationships with over 150 Bay Area makers, businesses, & artists, all while harboring genuine community relationships.**

Academy of Art University, BFA Animation 2013

Focus: Visual Development for Animation, Licensing for Consumer Products, & Interactive Design for Publishing and Games

About

- Multitalented illustrator & designer
- Stylistic chameleon with a powerful creative voice when appropriate.
- Owner, buyer & director of Bay-Made, a successful brick-and-mortar gift store in Oakland, CA featuring art, gifts & products made exclusively by people living in the Bay Area.

Expertise & Skills

- Digital/vector illustration & design
- Traditional illustration, painting & foundation drawing skills
- Photo editing and retouching
- Fast learner
- Great communicator & team player
- Research extraordinaire
- Discernment of product, fashion & décor consumer trends
- Visual development for animation, games & interactivity
- Product design, packaging, marketing & sales
- Branding & understanding of cohesive visual language
- Business strategies & leadership

Software

Adobe Illustrator, Photoshop, InDesign, Lightroom, Affinity Suite, Microsoft Office Suite, Teams, Figma, Sketch, Canva, Procreate, Procreate Dreams, Zoom, Notion, Google Suite, Slack, Bluescape & more

Contact Me

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