

# **SARAHJANE BERNHISEL**

## **Illustrator & entrepreneur**

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### **About**

Multitalented illustrator & designer, a stylistic chameleon with a powerful creative voice when appropriate. Additionally, the 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
- 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
- Project management, communication, & teamwork
- Adobe Creative Suite, Affinity Suite, Figma, Sketch, Slack, Microsoft Teams, Office, Google Suite, Bluescape

### **Contact Me**

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[sjbernhiselart.com](http://sjbernhiselart.com)

 [sjbernhiselart](https://www.instagram.com/sjbernhiselart)

### **Experience**

#### **Bay-Made, 06/2017 - Current**

Proprietor of successful Oakland, CA gift shop. 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, & sustaining relationships with over 150 local makers, businesses, & artists, all while harboring genuine community relationships.

Volunteer design & branding services are offered to select budding businesses that apply to carry product at Bay-Made, but that may need to update their packaging or branding despite quality product in order to help them bring their small business to the next level.

#### **Sarahjane Bernhisel Illustration, 09/2014 - Current**

Freelance illustration & design services for clients large & small. Currently with **DMED** (Disney Media & Entertainment Distribution) as a visual development artist for animation & graphic designer for specialty Disney projects. Other work for large clients include designing YouTube spots for **Disney TVA**, surface design illustration for **TJX** products (TJMaxx, Marshall's, Homegoods), pitch illustration for **Deloitte Consulting**, and interactive exhibits on American bison in the visitor centers of both **Riding Mountain** and **Prince Albert National Parks**. Small custom projects include but are not limited to branding, wedding invitations & pet portraits.

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.

#### **Dexati, 10/2013 - 06/2014**

Created vector assets & animation cycles to use for photo apps & games in the Google Play Store. Worked as part of an international team.

### **Education**

Academy of Art University, BFA Animation 2013

Focus: Visual Development, Licensing for Consumer Products, & Interactive Design