

SARAHJANE BERNHISEL

Illustrator & entrepreneur

ABOUT

Multitalented illustrator & designer; a stylistic chameleon with a powerful creative voice & an ear for the client. Also 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 in a variety of styles such as botanical illustration, animals & repeat patterns
- Traditional illustration, painting & foundation drawing skills & color mastery
- Fast learner & highly efficient
- Discernment of product, fashion & décor consumer trends
- Design for print & physical products or installation
- Visual development for animation, games & interactivity
- Product design, packaging, marketing & sales
- Branding & understanding of cohesive visual language
- Business strategies & leadership including project management, communication & teamwork
- Adobe CC (Ps, Ai, Ae, Id), Affinity, Procreate, Office, Google Suite, Slack, Trello, Mailchimp, Square, Squarespace, Hootsuite

CONTACT ME

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EXPERIENCE

Bay-Made, 06/2017 - Current

Proprietor of successful Oakland, CA gift shop. Responsibilities include: overseeing employees, bookkeeping, curation of brand cohesion & graphic design, scouting new local companies & talent, 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 contracts, teaching & hosting creative classes, sustaining relationships with over 150 local makers, businesses & artists; all this while harboring genuine community relationships.

Volunteers design, branding & business consulting services to select budding businesses that apply to carry product at Bay-Made; this branding & packaging refresh of their quality products allows them the opportunity to move their small business to the next level while helping Bay-Made maintain its high standards.

Sarahjane Bernhisel Illustration, 09/2014 - Current

Provides freelance services for clients large & small. Larger clients include: designing YouTube spots for **Disney TVA**, surface design illustration for **TJX** products (TJMaxx, Marshall's, Homegoods), pitch illustration for **Deloitte Consulting**, interactive exhibits on American bison in the visitor centers of both **Riding Mountain & Prince Albert National Parks**. Small custom projects include but are not limited to branding, invitations & 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 in a fast-paced environment where one hemisphere would pick up where the other left off, allowing for content to be created around the clock.

EDUCATION

Academy of Art University, BFA Animation 2013

Focus: Visual Development, Licensing for Consumer Products, interactive Design