

# SARAH DORMODY

SENIOR GRAPHIC DESIGNER | CREATIVE LEAD



## PROFESSIONAL SUMMARY

Senior Graphic Designer and Creative Lead with over 14 years of experience building and evolving brand systems across retail and multi-location environments. Leading and mentoring teams, developing thoughtful creative strategy, and executing cohesive campaigns across multiple mediums. Comfortable working at both the conceptual and executional level, with experience presenting to executive leadership and aligning creative with business goals.

## CORE EXPERTISE

- Brand Identity Systems
- Multi-channel Campaign Development
- Executive Proposal & Presentation Design
- Environmental Graphics & Signage
- Print Production & Vendor Coordination
- Digital Advertising & Social Campaigns
- Creative Team Leadership
- Cross-Team Collaboration

## SOFTWARE

Adobe Illustrator	
Adobe InDesign	
Adobe Photoshop	
Adobe Acrobat	
Brandfolder	
AI Tools	
Figma	

## KEY PROJECTS

- Built and launched the full brand system for L'OCA Quality Market, supporting expansion into two grocery locations and three restaurants
- Designed an executive acquisition proposal at Go Auto that contributed to a \$30M deal including their first Audi Dealership
- Led environmental graphics and signage design for large-scale grocery retail spaces spanning over 150 assets

## EXPERIENCE

Head of Design | L'OCA Quality Market | Dec 2022 – Mar 2026

- Built the company's visual identity from the ground up, defining how the brand is applied across grocery retail and restaurants
- Worked directly with the CEO and stakeholders on brand direction, campaigns, store design, and menus
- Managed the design team including designers, copywriter, videographer, content creator and digital analyst; overseeing creative direction, workflow & quality
- Supported expansion from one concept into two grocery store locations, including two in-store restaurant concepts and a standalone restaurant launch
- Led design and execution across environmental graphics, signage, in-store communications, packaging, print, and digital campaigns
- Improved production workflows and standards to increase consistency and efficiency

Senior Graphic Designer | Go Auto | Oct 2019 – Dec 2022

- Designed executive acquisition proposals and corporate pitch presentations, including work that supported a \$30M business acquisition
- Developed brand identities for new business ventures
- Designed company-wide top-of-funnel campaigns for lead generation across 50+ dealerships, spanning digital, social and print
- Created localized dealership ads and monthly promotional materials tailored to inventory and regional needs
- Mentored junior designers and supported onboarding and training

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## EDUCATION

Graphic Communications  
Northern Alberta Institute of Technology

Business Administration & Management  
Northern Alberta Institute of Technology

## HOBBIES

- Art Directing
- Architecture & Exploring New Cities
- Puzzles & Problem-Solving
- Cross-Stitching
- Monthly Dinner Club
- Romantasy Audiobooks
- Cat Mom

## EXPERIENCE

Dealer Marketing Manager | Go Auto | Jan 2019 – Oct 2019

- Worked directly with dealership General Managers to develop monthly marketing initiatives, sales concepts and creative across 20 dealership locations
- Pulled and organized monthly campaign data into dealership reports tracking lead sources, volume and overall performance
- Worked closely with the internal marketing team including designers, content writers, digital ad strategists, and leadership to execute dealership marketing initiatives based on sales goals and promotions

Graphic Designer | Go Auto | Mar 2015 – Jan 2019

- Designed print and digital advertising for 10 automotive brands
- Managed vendor coordination, production & delivery of marketing materials
- Maintained brand consistency across multiple dealerships
- Designed Go Auto corporate materials including internal publications, sales documents, stationery, branded collateral, and multi-channel marketing campaigns.