

# SASHA GAINOR

ART DIRECTION + DESIGN

Experienced Art Director and Senior Designer with a passion for design, craft, and meticulous details. I believe that design is everywhere and in everything and I strive to make peoples lives and experiences better with each project I touch.

## PORTFOLIO

www.sashagainor.com

## CONTACT

sashagainor@gmail.com

415.260.5499

## SKILLS

Graphic Design

Art Direction

Visual Design

UX/UI Design

Experience Design

Creative Design

Digital Design

Retail Design

Packaging Design

Prototyping + UX/UI

Branding

Typography

Photography

Social Media

Digital Ads

Creative Management

Team Leadership

Mentoring

## TOOLS

Adobe Creative Suite

Figma

HTML + CSS

## EDUCATION

*Bachelor of Fine Arts*, Graphic Design

California College of the Arts, 2011

## EXPERIENCE

### *Senior Designer*

October 2021 - December 2022

Meta (Facebook)

Burlingame, California

- Design and art direction for the Meta brand team focusing on global third party retail and digital design for Meta Quest VR headset.
- Lead designer for the Amazon Meta Quest Brand store and PDP pages.

### *Art Director + Design Manager*

July 2020 - October 2021

Nordic Naturals

Santa Cruz, California

- Managing the in-house design team with four direct reports.
- Art direction of all design work for the marketing department including retail, web, social, label design, emails, trade show materials, and product photoshoots.

### *Art Director + Senior Designer*

May 2012 - June 2020

VehicleSF

San Francisco, California

- Art direction, branding, mobile, web, video, print, and retail design for image-driven lifestyle brands, corporate clients, and cultural organizations.
- Client list includes, Ariat, Nike Adidas, Keen, Specialized, Google, LinkedIn, City of San Francisco, etc.

### *Freelance Art Director*

October 2016 - Present

- Branding & identity for a modern Float Spa and Premium CBD line.
- Design and art direction for all marketing materials including website, emails, apparel, trade show displays, packaging, etc.

### *Freelance Graphic Designer*

May 2011 - Dec 2014

The Bold Italic

San Francisco, California

- Story concepts & layout design for one of San Francisco's favorite online magazines.