



# Sara Luebke

## Visual Designer

---

+33 7 65 82 33 12

Paris, France

[saraeluebke@gmail.com](mailto:saraeluebke@gmail.com)

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

[linkedin.com/in/sara-luebke/](https://linkedin.com/in/sara-luebke/)

---

## Skills

### Visual

Branding

Typography

Iconography

Photo Editing

### Product

Wireframing

Storyboarding

Prototyping

User Research

## Tools

Figma

InDesign

Illustrator

After Effects

Photoshop

Sketch

## Education & Trainings

### Product Design Bootcamp

The Design Crew, Paris France

Jan - Mar 2024

### Professional Program in Graphic

Design UC Berkeley Extension, San

Francisco, USA, 2017 - 2019

### BA, Communications, French

Loyola University Chicago, USA

2008 - 2012

## Languages

**English** Native speaker

**French** Professional proficiency

## Professional Experience

### Moveworks – Silicon Valley

Senior Visual Designer | 2023 - 2024

Senior Visual Design Specialist | 2022-2023

Visual Design Specialist | 2021-2022

- Designed on-brand customer-facing presentations, data sheets, and case studies for use across Sales, Content, and PM teams
- Produced print-ready on-site signage for Moveworks' first hosted event; coordinated with print vendors to ensure timely delivery
- Developed visual sub-branding for first-time initiatives (account-based marketing campaigns, user groups, and a web video series)
- Improved the design process between the Creative and Customer Support (CS) teams by developing a pre-designed asset library, customer-ready templates, and documentation; Asset turnaround times reduced from 2 weeks to 2 days; Time utilized on the Creative and CS calendars reduced from 3 hrs/week to 30 min/week, and back-of-the-napkin cost savings evaluated at \$100K per year.
- Designed bespoke assets that unlocked customer accounts valuing \$2M+

### Sara Luebke Design – San Francisco, CA

Freelance Graphic Designer + Web Designer | 2020 - 2021

- Created brand identities for emerging businesses including nonprofits, grant writers, and podcasts; deliverables included logos, typography and palette selection, and usage guidelines.
- Designed websites for clients to drive brand awareness by leveraging website builders and interpreting brand guidelines
- Developed and adhered to project plans and SOW to ensure full transparency and timely delivery of work

### Compass Real Estate – San Francisco, CA

Graphic Designer | 2019 - 2020

- Worked on a seven-person marketing team to support 200+ agents by designing assets for print and web with respect to brand guidelines and fast-paced deadlines
- Interpreted creative briefs and developed press-ready brochures, magazine ads, direct mail, and agent branding, all consistent with the Compass brand to support weekend home showings.

### Aim High – San Francisco, CA

Creative Manager | 2014-2019

- Oversaw brand and communication initiatives for the 30-year-old educational nonprofit.
- Developed digital assets for campaign and web, and produced five short-form documentaries for fundraising purposes