

SACHA TREAGER

Creative Director

Above all, I'm a leader. I blend business acumen with creative vision to shape and deliver remarkable stories that make an impact. I set up my teams for success through inclusive environments and thoughtful guidance, and gracefully solve problems so we stay on schedule with within budget.

Work Experience —

Looking for more detail? Please view my portfolio at sachatreager.com.

Treager Creative, Chicago, Illinois, 2014 - Current

Co-Owner & Creative Director, Designer, Illustrator

- Partner with in-house teams and their agencies to craft a holistic story and strategy
- Create a boutique agency experience and results regardless of client size and structure
- Elevate and translate each brand look and feel across all surfaces
- Implement design tools and processes to ensure cross-functional collaboration and strategic alignment
- Mentor junior designers, developing their skills to enable the team to deliver on their objectives
- Collaborate and review code with developers to ensure designs follow web best practices

Select client work includes:

eSentire | Cybersecurity services —

- Redefined brand visual identity across surfaces to match CMO's and CPO's strategic shift
- Designed presentations to gain executive sign-off on rebrand and website overhaul
- Modernized the eSentire brand post-investment while respecting the company's history
- Directed in-house creative team on logo redesign, color palette revisions, and guidelines
- Redesigned and rebuilt the entire website, including backend migration and new CMS
- Streamlined website copy and design to elevate the brand, improve UX, and drive organic traffic
- Advised on how to rebrand the office of an acquired company to aid employee integration
- Mentored in-house designer who was then promoted to Creative Director

Versive | ML-based cybersecurity technology —

- Created a new brand identity to match the new messaging strategy
- Partnered with in-house brand/product marketing team to redo all collateral
- Redesigned website to improve UX, brand impression, and performance
- Developed concept for first-ever ad campaign; LinkedIn CTR of 1.4% vs 0.35% benchmark

Artisan Talent | Recruiting firm —

- Responsible for developing brand identity strategy and standards across all touchpoints
- Transformed 3-page brand basics document into a comprehensive 48-page brand guidelines

Ogilvy & Mather | Marketing communications —

- Created watercolor illustration used in nationwide advertising for Target and Walmart

Career Foundry, Chicago, Illinois, 2020 - Current —

UI Mentor

- Guide students with empathy, patience, and expertise
- Help students define their long-term career goals and recommend curriculum projects that align with those goals
- Advise students on how to tell a compelling story with their portfolios, improving their marketability to future employers and clients

Little River Day School, Jeonju, South Korea, 2013 - 2014 —

English Teacher

- Created a fun and engaging learning environment for Korean children, ages 3 to 16 years
- Responsible for daily and weekly lesson plan content and design
- Designed educational worksheets and activities

Museum of the Rockies, Bozeman, Montana, 2011 - 2013 —

Head Graphic Designer

- Led design team of 3 people; created a cohesive brand and introduced tools and guidelines to ensure brand integrity and consistency across campaigns
- Created the first-ever intern program in partnership with Montana State University's design department; hired two students; the first intern took over as lead when I left
- Designed a comprehensive fundraising campaign that enable the Museum to reach its \$1.6 MM goal within 6 months after failing to raise any money using a PowerPoint
- Developed concepts for award-winning designs and collaborated with team members to deliver on time and within budget
- Forged relationship between design and the developer to improve aesthetic and usability of the website; expanded design focus to include UI
- Redesigned the Museum's Taylor Planetarium; led international and domestic exhibit design, physical space design, and production
- Designed Museum's exhibit at the Smithsonian Folklife Festival

Contact —

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Proficiencies —

InDesign

Photoshop

Illustrator

Squarespace

Sketch

XD

CSS, JavaScript, HTML

Education —

BA, Studio Art

California State

University Long Beach

**References
available
upon request**