

SARAH M.

Kuchoff

EDUCATION

MFA Graphic Design

May 2008, the Rochester Institute of Technology in Rochester, New York

Intensive two-year program focusing on theory, typography, systems thinking, materials and methods. Award-winning thesis entitled *The Influence of Context on Message-Making and Audience Reception in Graphic Design*. (Cumulative GPA 3.95)

BFA Art History

May 2006, Hobart and William Smith Colleges in Geneva, New York

Suma Cum Laude, with honors distinction. (Cumulative GPA 3.9)

EXPERIENCE

"I appreciate your client-focused approach. Success in this position is contingent on having good relationships with the University community and you have done well to support clients throughout projects, and expand your networking outside of the department. You have dealt with difficult client situations admirably and work hard to find positive resolutions to tricky problems. Your efforts have been exemplary in the past year..."

Steve Dow, Supervisor
(comments in reference to Annual Review)

Project Manager in Creative Services, University of Rochester Communications

Summer 2010 - Present (full-time) in Rochester, NY

I currently oversee University-wide communications projects from conception to completion: coordinating initial meetings with clients across campus, establishing project specifications and timelines, delegating workload to a larger team of designers and editors, overseeing multiple rounds of edits and reviews, setting a budget and gathering pricing information, interfacing with local vendors to ensure successful completion of finished product, and following up with the client for project feedback.

I comfortably adopted an existing process for tracking and archiving jobs in a FileMaker database, and then suggested numerous improvements to increase efficiency and community within the department.

I am a proud brand ambassador for the University of Rochester. I am an expert in the application of the existing logo/unit mark system and general branding to both print and digital communications materials.

In spring 2015, I participated in the Warner School of Education's *Leadership Coaching Certificate Program*, and I will achieve certification from the International Coaching Federation in June 2015.

- The department has seen a more than 30% increase in the number of projects-per-year since I joined the team. I have personally overseen more than 1000 individual print and digital projects since 2010.

Freelance Graphic Designer

Spring 2008 - Present (part time) in Rochester, NY

I work with local clients to create custom graphic design solutions: from forms, brochures, business cards, invitations, and banners, to vehicular graphics, social media graphics, website skins, etc. I also proudly assist non-profits in the Rochester area through community-conscience, pro-bono work, with clients including the Visual Studies Workshop and the Rochester Public Market. In 2015, I will serve as the volunteer chairperson for *Artist Row at the Rochester Public Market*, an annual juried art show in its 11th year.

Communications Program Manager, Association Montessori International / USA (AMI/USA)

Fall 2008 - Summer 2010 (full-time) in Rochester, NY

As a one-woman communications department, I developed, defined, and created the visual identity for this national, educational non-profit organization. Duties included the design of all organizational publications, maintenance of the website, and development of marketing programs (including new direct mail campaigns and an online marketing/social networking campaign).

Graphic Designer, RIT's Bevier Gallery

Summer 2007 - Summer 2008 (part-time) in Rochester, NY

Graphic Designer, Hobart and William Smith College's Office of Communications

Spring 2003 - Summer 2006 (part-time) in Geneva, NY

SARAH M.

Kirchoff

PROFICIENCIES

Design Skills

- Concept development
- Content management and development
- Visual identity development
- Information design
- Environmental graphic design
- Publication and book design
- Exhibit/didactic design
- Web and digital graphic design
- Fabrication and production methods

Project Management Skills

- Team coordination and team-building
- Critical thinking and problem-solving
- Customer service and conflict management
- Creating project timelines and budgets

Technical Skills

- Vector and pen/ink illustration
- Digital photography and image processing
- Website design and management (via Wordpress)
- Webforms (via Jotform)
- Bulk emailing and HTML emails
- Online marketing and e-commerce basics
- Social networking strategies
- Basic HTML coding

Software

- Adobe Design Suite CS2 - CS6:
Mastery of Indesign, Illustrator, and Photoshop
- Microsoft Office
- Keynote and Powerpoint
- Filemaker

"[Sarah Kirchoff] used visual metaphor, wit, and a high degree of resourcefulness to communicate the consequences of runaway waste and consumption. Placed in high-traffic, high-visibility locations, these installations spark conversations and, one would hope, action on the part of students to use prudence and common sense to diminish the impact of our contemporary culture's habits."

SEGD Awards Jury
(comments in reference to MFA thesis installations)

HONORS

2010 Society for Environmental Graphic Design "Lot with A Little" Award

My MFA thesis paper and installations titled *The Influence of Context on Message-Making and Audience Reception in Graphic Design* was presented the "Lot With A Little" Award from the Society for Environmental Graphic Design at the annual SEG D conference in Washington, DC in June of 2010. Out of a pool of over 800 applicants, only 80 awards were given.

Other Honors

- Member of Phi Beta Kappa Honors Society since 2006
- Inaugural "young professional" member of the 2011 SEG D Awards Jury by special invitation
- Panelist on Hobart and William Smith's "Noteworthy Graduates of the Last Decade" panel in 2012
- Recipient of six *Hajim Bravo Awards* from 2013-15, recognizing exemplary work done for the University of Rochester's engineering unit
- Part of a team that received a 2013 *PRism Award for a Not-for-Profit Project* for work done on the University of Rochester's *ASE Campaign Case Statement*.

INTERESTS AND QUALITIES

Many of my outside interests directly relate to my background in studio art and graphic design: including bookbinding, photography, needlepoint and felting, art and design history, interior design, pottery, cold glass working, painting and collage. I sell my paintings and handicrafts at local art and craft shows, in local retail establishments, and online. In addition, I have a background in custom and archival framing, serving as an apprentice to master framer Doug St. Laurent from 2006-2008.

I am a unique and difficult-to-find combination of organized and artistic. I am a creative brainstormer who can bring fresh ideas to any system or task, large or small. I take criticism and direction well, and respond with sensitivity to the feedback of clients, colleagues, and superiors. I am self-motivated and will actively seek ways to make your investment in me worthwhile.

REFERENCES

Project management references are available upon request.

Graphic design and studio art portfolio is available online at www.sarahkirchoff.com.