



# SARA TINNICK

CREATIVE DIRECTOR/LEARNING & DEVELOPMENT MANAGER

## INFO

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### NAME

Sara Tinnick



### ADDRESS

349 Macassar Drive  
Pittsburgh, PA 15236



### PHONE

412-609-5073



### EMAIL

stinnick@gmail.com



### WEBSITE

stinnick.com

## SOCIAL

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### LINKEDIN

[linkedin.com/in/saratinnick/](https://www.linkedin.com/in/saratinnick/)

## REFERENCES

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### Dr. Eric Roman

DEO

Phone: 919-225-0613



### Maureen Kochanek

Seton Hill University

Phone: 412-719-6521



### Dawn DePasquale

Development Dimensions

Phone: 724-244-5476

## WORK EXPERIENCE

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### 2021 - PRESENT DENTIST ENTREPRENEUR ORGANIZATION

REMOTE

*Creative Director/Learning & Development Manager*

- Collaborated with A/V crews to support live events by organizing project teams, troubleshooting technical issues, and establishing clear communications and procedures for the effective delivery of our educational content
- Led the development of educational curriculum for dental leaders delivered through events, both live and virtual, as well as pioneering a self-paced online program
- Hired, mentored, and managed a team of instructional and graphic designers to produce online learning products for the dental industry
- Created a new identity for the DEO programs by developing the design and delivery of visual assets for events and online educational programs, including the creation of promotional materials, including videos, print assets, social media content, and large format signage

### 2021 - PRESENT HUSTLE DESIGN

PITTSBURGH, PA

*Owner*

- Founder of Hustle Design, a small business focusing on graphic design, animation, photography and videography
- Created and managed social media campaigns for events and brands using Facebook and Instagram, to increase awareness
- Designed, built, and maintained websites for small businesses on a variety of platforms, including WordPress, Wix, and HTML
- Created engaging brand development for clients including color palettes, typography, logo design, and messaging
- Led the design of promotional items created with vinyl, including stickers, apparel, and signage

### 2021 - PRESENT SETON HILL UNIVERSITY

GREENSBURG, PA

*Assistant Professor of Graphic & Interactive Design*

- Delivered coursework for both traditional students and continuing education students through a combination of in-person and online courses
- Updated the Graphic Design program curriculum and created the animation concentration by analyzing student and employer needs and interests and collaborating with the graphic design faculty and administrators to modernize the curriculum to include interactive, user experience design, and animation coursework into the graphic design program
- Revised the Arts Administration program in collaboration with the Art History program head to assess current class offerings and update the major with new courses to reflect industry and student needs
- Collaborated with multiple departments to write a grant proposal for the development of a student-run design firm, resulting in the creation of the Digital Humanities major, a cross-departmental program designed to give students experiential learning opportunities
- Advised students each semester to guide their college career by developing a 4-year academic plan and reviewing progress toward graduation each semester

2020 - 2020

### THE WESTMORELAND MUSEUM OF AMERICAN ART

GREENSBURG, PA

*Instructional Design Consultant*

- Developed content and the structure for a learning management system for the museum to provide educational resources to remote students, enabling the museum to reach students during the pandemic
- Created multiple modules aligned with state and national educational standards



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### 2007 - 2017 BRADFORD SCHOOL

PITTSBURGH, PA *Program Head*

- Taught and developed curriculum for typography, color theory, electronic drawing, page layout, history of graphic design, introduction to production, multimedia, transmedia, animation, UX/UI, social media, and portfolio development courses by researching and interpreting current digital media trends
- Managed the day-to-day operations of the design program, including coordination with the admissions, and placement departments to meet enrollment and post-graduation placement goals
- Implemented changes to ensure programs met standards for technology, training, and compliance, resulting in reaccreditation

### 2005 - 2007 ADVO, INC.

PITTSBURGH, PA *Senior Artist*

- Created direct mail marketing pieces from simple customer changes to the complete creation of complex ads from rough art for clients nationwide, completing the work on time and within budget
- Created AppleScripts that eliminated repetitive tasks and streamlined Graphics Print production, increasing productivity and reducing errors
- Troubleshoot technical problems on the Macintosh platform by working with the IT department to identify the cause of the issue and implement a solution
- Supervised second-shift desktop artists to ensure output was on time and accurate by coordinating with designers and proofreaders
- Tracked jobs through the Sales, Graphics Print, and Production departments, ensuring they met deadlines while maintaining high-quality standards and maintaining good communication with nationwide printers
- Resolved conflicts between the junior and senior artists by facilitating a discussion to determine the root cause of the conflicts and then creating solutions that satisfied all parties

### 2004 - 2005 TRIBUNE REVIEW

PITTSBURGH, PA *Desktop Artist*

- Designed and created new proof ads and modifications to existing ads using and communicated via email with copywriters and clients to ensure accuracy
- paginated weekly newspapers by coordinating with internal and external teams, effectively managing multiple deadlines as well as accompanying tasks



## EDUCATION

### 2018 - 2021 NORTHCENTRAL UNIVERSITY | SAN DIEGO, CA

*Doctor of Education: eLearning for Adults • GPA: 4.0*

### 2019 - 2020 NYU TANDON SCHOOL OF ENGINEERING | NEW YORK, NY

*Certificate*

### 2018 - 2016 KENT STATE UNIVERSITY | KENT, OH

*Master of Science: User Experience Design • GPA: 4.0*

### 2016 - 2016 FULL SAIL UNIVERSITY | WINTER PARK, FL

*Master of Fine Arts: Media Design • GPA: 4.0 • Valedictorian*

### 1999 - 2003 SETON HILL UNIVERSITY | GREENSBURG, PA

*Bachelor of Arts: Graphic Design • GPA: 3.83*