

# sarah micklem

## résumé

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### ART DIRECTION AND DESIGN

#### **Girl Scouts of the USA**

Manager, Program Design  
August 2008–present  
New York, NY

Senior designer for program resources for audiences of girls, volunteers, and staff. Direct outside vendors and freelancers on large projects. Collaborate with marketing and merchandise departments on promotions and products. Design print materials, web resources, and presentations.

Major projects accomplished:

- Supervised design of second series of leadership journey books (core national program): six books for girls and six adult guides. Over 1200 pages designed in eight months, from mood boards to final files. Set visual direction; led selection of design firm and collaboration between editorial staff and designers; hired and directed illustrators; conceived information graphics; designed journey badges and pins.
- Designed web site with [interactive journey maps](#), working with in-house web producers and freelance illustrators.
- Recommended and led transition to Macintosh/Adobe CS4 platform for publishing team in Program Department.

#### **Time For Kids**

Acting Art Director, January–May 2008  
Design Director, 2000–2003  
Art Director, 1999–2000  
New York, NY

Directed design of two weekly editions, supplements, and special issues. Supervised art staff and illustrators under tight deadlines. Worked closely with editors, writers, photo editors, and production staff. Designed covers, features, and departments; illustrated and commissioned maps, charts, and graphics. Developed prototypes to launch K-1 edition. Won series design award for “Heroes of the Planet” from Association of Educational Publishers.

#### **Sports Illustrated For Kids**

Deputy Art Director, 1990–1998  
Assistant Art Director, 1988–1990  
New York, NY

Designed feature stories and departments for monthly magazine. Created over 20 logos for departments and special issues. Tested software and improved workflow for transition to desktop publishing. Won design awards from Association of Educational Publishers and Type Directors Club. Featured in *Street Smart Design* (North Light Books).

#### **The Design Group**

Graphic Designer, 1984–1987  
Lynchburg, VA

Designed, specified type, and produced mechanicals for a variety of print projects. Supervised photographers, illustrators, and copywriters. Prepared estimates and managed printing.



**Freelance Design**  
1987–2009

Designed books for Time For Kids and magazine comps for custom publishing division of Time Warner. Created typographic illustrations for Voyager CD-ROMs. Designed logos, annual reports, and packaging for Zephyr Communications. Worked as paste-up artist for *New York Magazine* and *Premiere*.

**Pro Bono Design**

Designed identity, brochures, posters, invitations, and poetry anthologies for Cave Canem Foundation, Inc., an organization of African American poets. Designed posters for SUNY Stony Brook to advertise poetry readings.

**Web Design**

Created [sarahmicklem.com](http://sarahmicklem.com) as design portfolio and [firethorn.info](http://firethorn.info) to publicize my novels, using Fireworks and Dreamweaver.

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**WRITING AND TEACHING**

**Fiction**

Published two novels, *Firethorn* (2004) and *Wildfire* (2009) with Scribner. Both received starred reviews from Publisher's Weekly; *Firethorn* was included in Best of 2004 lists from Amazon and Borders and has been translated into Dutch, German, and Portuguese. It was reissued in mass market paperback in 2009. Short stories have appeared in *Triquarterly*, the 'zine *Lady Churchill's Rosebud Wristlet*, and two anthologies, *Sex in the System* and *Best of Lady Churchill's Rosebud Wristlet*.

**University of Notre Dame**  
Adjunct Professor, 2005–2007  
South Bend, IN

Taught creative writing workshops to undergraduates. Developed and taught class in writing science fiction and fantasy; syllabus available on request.

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**EDUCATION**

BA, *summa cum laude*, Princeton University, 1980

