

Sarah Harmon

CREATIVE PRODUCER & BRAND LEAD

Creative Direction • Brand Strategy • Multimedia Production



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AWARDS & RECOGNITION

People's Telly Award 2026

"The Journey," Commercial,
General-Local TV

People's Telly Award 2026

"The Climb," Commercial,
General-Local TV

Silver Davey Award 2025

"Spark of Potential"
Commercial Series

Silver Davey Award 2025

Canyon View Style Guide, Design
& Print

Summit Award 2025

Marketing/Creative Team
Rebrand, presented by CEO

Gold Telly Award 2023

"Unleash Rewards," Commercial,
General-Local TV

Diamond Award 2018

Website Redesign, OE Federal
Credit Union

Nominated and accepted into
Canyon View Leadership Base
Camp 2025

SUMMARY

Creative Producer and Brand Lead with 10+ years building brand systems, multi-channel campaigns, and commercial production, including two full credit union rebrands and seven industry awards (Gold and People's Telly, Davey, Diamond). Owned work from concept through final production: campaign strategy, video and audio direction, and the brand standards the rest of the organization builds against. Equally at home directing a shoot, presenting concepts to executives, and mentoring the designers who carry the brand day to day.

EXPERIENCE

Canyon View Credit Union

SALT LAKE CITY, UT · 2019 – 2026

Creative Producer + Brand Lead

Jul 2022 – Aug 2026

(promoted from Senior Graphic Designer)

- Led end-to-end creative execution of cross-platform campaigns spanning television, radio, PPC, web, online banking, indoor and outdoor digital screens, billboards, print, and KSL takeovers.
- Directed video and audio production: shoot coordination, talent direction, music, voiceover, and final edit, producing commercials recognized with People's Telly and Davey Awards.
- Core contributor to two full rebrands, the UFirst rebrand (2022) and the Canyon View transition (2025); led logo development, selected the brand palette and type system, and authored the Canyon View style guide.
- Acted as internal brand guardian, reviewing content across departments and advising teams on visual, tonal, and quality consistency.
- Mentored and trained graphic designers on brand standards and marketing process; established production standards, QC processes, and scalable templates for internal teams and vendors.
- Served as the key creative contact for executives, department leads, vendors, freelancers, and media partners, presenting concepts and creative strategy to leadership.
- Produced branded radio spots using ElevenLabs AI voiceover and generative asset workflows, shot and retouched original event, location, and portrait photography, and managed brand, photo, and Adobe asset libraries.

SKILLS

CREATIVE LEADERSHIP

Creative & art direction · Brand strategy & identity systems · Brand guidelines & governance · Design mentorship · Executive presentation

PRODUCTION

Videography & commercial production · Post-production video editing (Premiere Pro, After Effects) · Motion graphics · Radio & audio · Professional photography: event, location, portrait · Photo retouching & color correction (Lightroom, Photoshop) · Print + digital production · Vendor & freelancer coordination

TOOLS

Adobe Creative Cloud: Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Audition · Adobe Libraries · Canva (branded template systems for non-designers) · Figma (learning) · Bridge LMS · AI-assisted production: Claude, ChatGPT, Adobe Firefly, ElevenLabs (AI voiceover for radio), generative fill

MARKETING

Multi-channel campaign creative · Email marketing · Social media strategy · Marketing calendar & budget · Website maintenance · UI/UX wireframing

EDUCATION

California State University, East Bay

B.A. Multimedia Design, 2013

University of Utah

Certificate of Instructional Design, 2020

EXPERIENCE, CONTINUED

Canyon View Credit Union

SALT LAKE CITY, UT · CONTINUED

Marketing Content Coordinator / Graphic Designer

Sep 2020 – Jul 2022

- Owned social media presence end to end: content strategy, design, copywriting, and multi-channel posting.
- Managed email marketing programs from creative development and list strategy through deployment and performance analysis.
- Produced content for the University Credit Union to UFirst rebrand and designed digital screen content across branches, ATMs, and internal signage.

Digital Instructional Designer

Apr 2019 – Sep 2020

- Designed interactive e-learning modules, in-house training video, job aids, and microlearning with subject matter experts.
- Wrote learning objectives, scripts, assessments, and knowledge checks; met accessibility standards and brand guidelines.
- Managed the Bridge learning platform, including course assignment, content organization, and distribution.

OE Federal Credit Union

LIVERMORE, CA

Marketing Specialist

Apr 2017 – Apr 2019

- Designed print and digital collateral and coordinated production, printing, mailing, and distribution while maintaining brand voice and visual consistency.
- Key stakeholder on the 2018 website redesign (Diamond Award); managed site maintenance, video production, and on-site event photography.
- Ran email campaigns and social channels end to end, including content strategy, design, posting, and engagement.
- Wrote and edited copy for the website, blog, magazine publications, social media, and financial education programs.
- Produced video and post-production work and covered on-site event photography.

Acre Wood Dental

TEMPLE, TX

Creative Director

2016 – 2017

- Led marketing strategy and creative direction for the practice, authoring the brand style guide (palette, typography, visual standards) and serving as lead designer for all materials.
- Managed quarterly marketing calendars, budget, purchasing, vendor coordination, and project timelines.
- Ran marketing events and patient email campaigns, handled event photography, and hired and managed marketing interns.