

SARAH CHURCHMAN ANDINO

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SUMMARY

Creative leader with 15+ years creating and directing digital design, branding, and marketing campaigns, from scaling a web design program 600% at Matrix LLC to leading Churchman Creative's client portfolio across finance, health, and nonprofits. Expert in Adobe Creative Suite, full-cycle execution (web/print/infographics), delivering on tight deadlines while maintaining brand standards and collaborating cross-functionally. MS Digital Media, Georgia Tech.

WORK EXPERIENCE

Founder & Digital Design Director

Churchman Creative, Inc. | Remote | 02/2022 – present

- Direct content strategy for five client websites across financial, estate planning, and nonprofit sectors, managing creation, maintenance, and optimization to drive engagement and brand consistency.
- Partnered with City of Montgomery upper administration on diverse design projects, aligning creative deliverables with executive priorities across web, branding, and communications initiatives.
- Crafted a holistic brand identity for the Central Alabama Neighborhood Health Initiative, created as part of a \$3.5M HHS grant. 80,000 copies of the CANHI Resource guide were distributed over 3 counties.
- Conducted comprehensive UX audit of City of Montgomery website, optimizing user experience and functionality to improve navigation, accessibility, and stakeholder satisfaction.

Graduate Assistant

Georgia Institute of Technology - Ivan Allen College | Hybrid | 08/2021 – 05/2022

- Designed graphics for web, print materials, presentations, and reports, delivering cutting-edge visuals that elevated Georgia Tech's academic communications and brand presence.
- Executed weekly website updates for Georgia Tech's Ivan Allen College, ensuring timely content refreshes, brand consistency, and optimal user experience across academic audiences.
- Authored on-brand copy for web content and materials, maintaining Georgia Tech's institutional voice and visual consistency across academic communications.

Product Design Intern

ScriptChain Health | Remote | 05/2021 – 08/2021

- Managed entire design lifecycle for a healthcare blockchain product, from initial concept to final delivery.
- Developed user stories ensuring alignment with user needs and stakeholder requirements.
- Conducted usability testing on prototypes, identifying key friction points that informed design iterations and improved user experience.
- Developed wireframes and prototypes for healthcare blockchain interfaces, creating clickable deliverables that accelerated stakeholder reviews and developer handoff by 25%.
- Created social media graphics and presentations supporting product communications, driving engagement across tech-focused channels and executive stakeholder buy-in.
- Collaborated with developers to ensure seamless layout integration across platforms, reducing production revisions by 30%.

Senior Digital Designer

Matrix, LLC | Montgomery, AL | 08/2010 – 07/2020

- Spearheaded the establishment and growth of a web and digital design program from inception, resulting in a 600% increase in pricing for websites over a decade.
- Delivered projects on aggressive timelines consistently meeting deadlines while maintaining quality and stakeholder expectations.
- Managed end-to-end design process from research and conception through production and rollout for web, print, and campaign projects.
- Executed large-scale political design projects, including a gubernatorial candidate website now archived in the Library of Congress, delivering high-impact creative under intense public scrutiny and deadlines.
- Maintained and optimized 70+ client websites, ensuring consistent performance, brand alignment, and seamless updates across a decade-long engagement.

SKILLS

Concepts: Digital design, visual design, web design, graphic design, logo design, user-center design, typography, information architecture, user research, color theory, copywriting, branding, creative strategy, creative consulting, blog maintenance

Technology: Adobe Creative Suite (Photoshop, Illustrator, Indesign, and Premiere), Figma, HTML, CSS, Wordpress, WIX, Squarespace, Microsoft Office 365, Google Workplace

EDUCATION

Digital Media | Master of Science - Georgia Tech

Digital Multimedia | Bachelor of Fine Arts - Atlanta College of Art

Religion | Bachelor of Arts - University of Georgia

VOLUNTEERING

- Province IV Episcopal Church Women (ECW) - Communications Officer (2025-current)
- Atlanta Diocese ECW - Communications Officer (2025-current)
- 4H Summer Camp Chaperone (2023-2025)
- AL Forestry Commission, Citizen Advocate (2022-current)
- Magic City Parrothead Club, Vice President (2024-2025)
- Montgomery Trees, President (2015-2020)
- AL Urban Forestry Association, Board Member-at-Large (2017-2020)
- Montgomery Bike Club, Secretary (2015-2018)
- AAF-Montgomery, President (2013-2015)