

SARAH ROSTANT

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SKM Lab

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CORE COMPETENCIES

Creative Direction

Visual Language
Brand Campaign Direction
B2B & B2C Creative
Digital Product Integration
Craft Quality & Standards

Leadership

AI-Native Studio Building
High-Output Team Leadership
Cross-Functional Partnership
Agency Management
Mentorship & Development

Operational Excellence

Scalable Workflows & Creative Ops
QA & Review Systems
Process Design for Efficiency
Cross-Channel Content Planning
Agency Collaboration

Tools & Platforms

AI & Generative Tools
Figma
Adobe Creative Suite
Jira
Asana
Pitch
Vimeo

EDUCATION

Boston University
College of Fine Arts
BFA Graphic Design

WORK EXPERIENCE

FEB 2021
PRESENT | **Everyday Health Group** | NEW YORK, NY
VP of Design
theSkimm, acquired by EHG April 2025

Own brand identity and design systems for a digital-first media brand, growing newsletter audience to 6 million readers through consistent design expression across digital, social, and content platforms.

Set the creative bar for commercial and partnership work, building the review process that keeps sponsored content indistinguishable in quality from core editorial.

Build and run AI-assisted creative workflows that cut production turnaround from weeks to days on work that used to take two weeks, now closer to two, without lowering the craft bar.

Sit inside brand and product leadership alongside engineering and growth, reporting directly to the CTO, so design decisions get made at the table rather than brought in after the fact.

MAY 2017
FEB 2021 | **Kaplan** | NEW YORK, NY
Creative Director

Led brand and creative strategy for a global education company, transforming the creative organization to serve both B2B and B2C marketing priorities across digital and experiential channels.

Partnered with leadership on brand transformation and go-to-market strategy, connecting creative direction to business outcomes across a multi-audience portfolio.

Managed agency relationships, budgets, and operational processes to deliver integrated marketing creative at enterprise scale across global markets.

JUN 2015
JUN 2017 | **NRG Energy** | NEW YORK, NY
Creative Manager

Led creative strategy for regional and national campaigns focused on innovation and sustainability.

Created experiential activations and branded environments to build community engagement and brand recognition.

MAY 2008
JUN 2015 | **Green Mountain Energy** | AUSTIN, TX
Senior Designer

Produced marketing campaigns to drive awareness and adoption of renewable energy.

Maintained consistent design and messaging across web, print, and customer-facing touchpoints.

JUN 2007
MAY 2008 | **Catalis, Inc.** | AUSTIN, TX
Senior Designer

JUN 2006
JUN 2007 | **The Ictus Initiative** | BOSTON, MA
Designer