

SABRINA FRALEY

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**CRAZY ABOUT
MAKING
EXCEPTIONAL
WORK WITH
EVEN MORE
EXCEPTIONAL
PEOPLE.**

Awards/Honors

Effie Award 2022 Gold,
Single-Retailer Program -
Mass Merchants,
Merrell - Take a Hike

One Show 2013 Merit,
Out of Home/Transit & Outdoor Installations
- Single,
Old Navy - Flip Flop Block

Facebook Awards 2013 Silver
Grey Poupon - Society of Good Taste

Cannes Lions 2013 Silver Promo,
Best Use of Promo & Activation;
Best use of Social Media Marketing
in a Promotional Campaign,
Grey Poupon - Society of Good Taste

Cannes Lions 2013 Bronze, Integrated,
Integrated Campaign,
Grey Poupon - Society of Good Taste

One Show 2013 Merit, Integrated Branding,
Integrated Campaign,
Grey Poupon - Society of Good Taste

One Show 2013 Merit, Social Media -
Best use of Social Media,
Grey Poupon - Society of Good Taste

London International Awards
2013 Silver, Use of Social Media,
Grey Poupon - Society of Good Taste

D&AD 2013 Wood Pencil, In-Book Digital
Advertising, Use of Social Media,
Grey Poupon - Society of Good Taste

AAF Addy 2011 Gold, National, Student
Hustler Mixed Media

AAF Addy 2011 Silver, District, Student
Hustler Mixed Media

AAF Addy 2011 Silver, Local, Student
Hustler Mixed Media

AAF Addy 2011 Silver, District, Student
Crayola Print

AAF Addy 2011 Bronze, Local, Student
Crayola Print

Award-winning creative leader with a sharp eye, strategic mind, and a love for building ideas that connect and perform. For over 20 years, I've shaped brands across client, agency, and shopper teams—turning big ideas into clear, purposeful design and communication, and aligning vision, people, and process to deliver work that truly connects. I thrive where strategy meets design, leading teams to think boldly, collaborate thoughtfully, and craft work that's both intentional and inspired. I value sharp thinking, meaningful design, and a creative process that moves people as much as it moves business.

Skills & Expertise

Creative Direction / Design Direction / Art Direction, Brand Development, Concept Development & Storytelling, 360° Campaign Direction & Design, Shopper & Omnichannel Expertise, Video Direction & Oversight: pre-pro, on-site + post, Photo Shoot Direction, Animation & UX/UI Oversight, Illustration, Typography, Visual AI Prompt Engineering, Scalable Design Systems, Production Expertise, Packaging Design, Image Retouching, Front-end Web Design, Building & Elevating Creative Teams + Cross-Functional Collaboration, Driving Innovation, Balancing Efficiency with Originality

Professional Experience

Associate Creative/Design Director | Blue Chip WW | 8/18-7/25

Clients: P&G, FrogTape, Gallo, Merrell, Lipton Hard Iced Tea, Fisher Nuts, Molson Coors, Bausch + Lomb, Lumify, Daisy, Alexia, Ecowell, Screamin' Sicilian and Sartori

Directed a creative team in a fast-paced agency setting—providing mentorship, performance feedback, and career development. Conducted reviews, managed PTO and time tracking, and fostered a culture of growth, accountability and creative excellence.

Led cross-functional and multidisciplinary teams of up to 15 on key client projects, delivering hands-on creative direction and thoughtful design feedback to ensure consistency, exceptional design, thoughtful storytelling and brand alignment.

Drove creative growth and elevated the trajectory of clients—most notably P&G—by raising strategic and visual standards and helping push the work to new levels of clarity and thoughtfulness.

Partnered with Creative Directors to execute omni-channel campaigns, translating strategy into cohesive creative across digital, print, social, in-store and experiential.

Presented design concepts and creative ideas to clients and internal teams—clearly articulating rationale and aligning execution with business and brand goals.

Planned and art directed photo and video shoots from concept through delivery, ensuring strong storytelling and production quality.

Executed and oversaw image retouching to maintain consistency, polish, and alignment with brand standards across creative assets.

Reviewed, quality-checked, and prepped deliverables for release—ensuring files were mechanically sound and production-ready across layout, typography, resolution, color, copy flow and technical specs for print and digital.

Contributed to animation work for digital and social assets when appropriate.

Spearheaded the integration of AI-generated imagery into the creative department, embedding new tools into workflows and launching a shared resource hub to encourage experimentation and knowledge sharing.

Collaborated with resource managers to improve project planning, introducing a new hour-allocation model that enhanced bandwidth forecasting and team assignments.

Maintained and shared fluency in design trends, tools, and production practices to support team growth and ensure compliance with agency standards.

Owner & Chief Creative Officer | A.J. Schreiner Spirits | 2/23-Present

Established the brand from the ground up, developing its foundational brand book, visual system, and creative standards.

Created a storytelling-driven ecosystem that unified packaging, digital, social, and experiential touchpoints under one cohesive identity.

Served as a one-person creative department, leading all strategy, design, content, and execution across print, digital, and physical experiences.

Designed and produced packaging, labels, merchandise, event displays, and print collateral that reflected the brand's heritage and elevated its modern aesthetic.

Designed and developed the company website, translating the brand's speakeasy-inspired story into an immersive, user-driven experience.

MORE >>

AAF Addy 2011 Silver, District, Student
Alzheimer's Foundation of America
Print Campaign

AAF Addy 2011 Bronze, Local, Student
Alzheimer's Foundation of America
Print Campaign

AAF Most Promising Student
2011 Top Student

Pepsi "Campus to Corporate" Grant
2011 Recipient

AiCaSD Scholarship Competition
2008 Winner

AiCaSD Merit Award
2008 - 2011 Recipient

AiCaSD Dean's List Recognition
2008 - 2011 Recipient

Beam Global Spirits & Wine
Vision Award 2007 Nominee

Education

Bachelor of Science, Advertising
The Art Institute of California - San Diego
Graduated Summa Cum Laude,
2008 - 2011

Computer Science Courses
College of Lake County - 1998

Founding Companies

Imagine the Good | 7/10-12/13
Art Director

Greatest Hotels Group | 6/16-5/18
Creative Director/Website Director

Art directed and curated product and lifestyle photography, ensuring visual cohesion across marketing, social, and e-commerce platforms.

Led content strategy and execution across social media, email, and web to establish a consistent brand voice and drive engagement.

Directed creative for events, tastings, and collaborations, including environmental design, signage, and promotional materials.

Managed production and vendor relationships for packaging, bottling, and merchandise to maintain quality, accuracy, and timely delivery.

Advanced the brand through ongoing trend research, creative experimentation, and the integration of AI-based tools for ideation and visual development.

Founder & Creative Director | Sabrina Fraley Creative | 6/17-Present

Provide art direction, creative strategy, and branding services for entrepreneurs, start-ups and small businesses across industries.

Specialize in building visual identities from the ground up—including logo design, color systems, typography and brand voice development.

Design intuitive, modern websites with a focus on storytelling, usability, and conversion—offering full creative direction and front-end design.

Partner closely with clients to uncover their vision, clarify their message, and bring their ideas to life through design that feels both personal and professional.

Guide first-time founders through the creative process—offering strategic insight and confidence-building support as they launch and grow their businesses.

Manage all aspects of the creative process independently, from discovery to delivery—including timelines, feedback rounds and final production.

Designer | The Integer Group | 7/15-5/18

Clients: Kellogg's, Kashi, Bear Naked, Pop-Tarts, Cheez-It, Pringles, Keebler, Stretch Island, Red Robin, P&G, Gillette, Venus, Mars/Wrigley, Snickers, Skittles, Starburst, M&M's, Juicy Fruit Gum, Orbit Gum, Olay, Duracell, Febreze, Naked Juice and Dollar General.

Managed brand-specific design teams, assigning work and providing clear direction on creative, brand standards, timelines and production specs.

Drove end-to-end creative execution on high-volume client projects, delivering across all phases—from ideation to production.

Designed and refined print-ready artwork with precision in typography, layout, image resolution and color.

Developed and prepped digital assets for handoff, applying strong knowledge of web design, UX and development requirements.

Designer/Digital Artist | Crispin Porter + Bogusky | 10/11-7/15

Clients: Old Navy, Grey Poupon, Kraft Macaroni & Cheese, Jell-O, Velveeta, Coke Zero, Domino's Pizza, Fruit of the Loom, Triscuit, Infiniti, Aspen Dental, Hotels.com and Applebee's.

Drove end-to-end creative execution across high-volume, quick-turn projects in collaboration with cross-functional teams.

Led and mentored junior designers, ensuring brand consistency and high design standards across all deliverables.

Designed and prepped print assets with exacting attention to detail—ensuring typographic precision, color accuracy, resolution integrity and vendor-ready formatting.

Created and optimized digital experiences—banners, web apps, and front-end assets—aligned with dev specs for seamless, pixel-perfect execution across platforms.

Engineered custom physical pieces—books, packaging, vinyl, signage and installations—to bring brand stories to life.

Freelance Designer | VITRO | 7/10-10/10

Clients: Clarisonic, Asics, Pei Wei, Price Pfister, Bolle, Kyocera, Cobra Golf, PF Chang's and Alaska Communications.

Intranet Specialist | Beam Suntory | 6/01-1/10

(Promoted from Information Systems Specialist in 2006)
