

SABRINA FRALEY

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

Skills & Expertise

Creative Direction, Art & Design Leadership, Brand Development, Concept Development & Storytelling, Omnichannel & Integrated Campaigns, Shopper Marketing & Retail Activation, Photo & Video Direction & Oversight (Pre-Pro, On-Site + Post), GenAI Art Direction, Visual Prompting & Compositing, UX/UI Design & Oversight, Scalable Design Systems, Illustration, Typography, Image Retouching, Packaging Design, Production Expertise, Animation Oversight, Building & Elevating Creative Teams + Cross-Functional Collaboration, Driving Innovation—Balancing Efficiency with Originality.

Awards/Honors

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

London International Awards 2013 Silver; Use of Social Media, 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

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

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

Award-winning creative leader with a sharp eye, strategic mind, and a love for building ideas that start with people and perform with purpose. For over 20 years, I've shaped brands across client, agency, and shopper teams—turning insight into bold, well-crafted design and aligning vision, people, and process to deliver work that truly resonates. I thrive where concept meets execution—leading teams to think boldly, collaborate thoughtfully, and craft creative that's both intentional and inspired. I value clarity, craft, and curiosity, and believe the best ideas move people as much as they move business.

Professional Experience

Founder-Freelance CD-Business Advisor | Sabrina Fraley Creative | 6/17-Present

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

Provide creative strategy, branding, and art direction 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.

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

Lead the full creative process from discovery through delivery—driving strategy, managing projects and guiding execution to ensure alignment, quality and momentum at every stage.

Co-Founder & Creative Director | A.J. Schreiner Spirits | 2/23-Present

Built and led a premium spirits brand from concept to shelf, defining its creative vision, voice and design standards across every touchpoint.

Shaped a cohesive brand ecosystem spanning packaging, digital, experiential and retail channels—grounded in heritage and reimaged through a modern lens.

Directed creative across product, web, content, and events, partnering with production and vendor teams to ensure consistency, quality and authenticity.

Collaborated with business partners and key stakeholders to align creative direction with brand and growth goals, driving evolution through innovation, relevance and a strong sense of craft.

Elevated the brand's presence within the craft spirits category, strengthening perception, driving engagement and building early recognition among trade and consumers.

Associate Creative Director & Associate 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

Oversaw creative development in a fast-paced agency environment—mentoring designers, providing constructive feedback and fostering a culture of growth, accountability and creative excellence.

Guided cross-functional teams on key client initiatives, offering hands-on direction and thoughtful critique to ensure consistency, exceptional craft and brand cohesion.

Partnered with Creative Directors to deliver fully integrated campaigns—translating strategy into cohesive creative across digital, social, print, experiential and broadcast media.

Developed work spanning CPG, wellness, food & beverage, lifestyle, spirits and sports programs—blending brand storytelling and shopper strategy to create ideas that connect insight to impact.

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

Elevated the creative trajectory of key clients—most notably P&G—by raising strategic and visual standards and pushing the work to new levels of clarity, craft and thoughtfulness.

Pioneered the integration of AI-generated imagery into the department—embedding new tools into workflows and launching a shared resource hub that encouraged experimentation and collaboration.

MORE >>

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

Facebook Awards 2013 Silver
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

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

Initiated and led a collaboration with resource managers to improve project planning, developing a new hour-allocation model that enhanced forecasting, balance and morale.

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

Oversaw and contributed to animation development for digital and social creative.

Directed image retouching to maintain consistency, polish and adherence to brand standards across all assets.

Reviewed and approved final deliverables for release, ensuring files were mechanically sound and production-ready across print, digital and broadcast.

Shared fluency in design trends, tools and production practices to support team growth and uphold agency standards for craft and execution.

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 and UX/UI 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

Owned creative execution across print, digital, social, OOH, and experiential campaigns—collaborating with cross-functional teams to deliver high-volume, quick-turn work.

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)
