

Contact

artsarmonpal.com

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About

I'm an Art Director and digital designer with 15+ years of experience creating user centered digital experiences and integrated marketing campaigns.

I focus on turning ideas into clear, compelling visuals across app, print, social media, and web that drive engagement and support business goals.

I'm known for strong collaboration and bringing concepts through to execution.

Art Sarmonpal

Art Director | Digital & Integrated Design

Experience

01

Art Director | UX Designer

Walgreens 2010-2026

- Led concept and design across integrated campaigns including app, display, web, and digital platforms
- Delivered work from concept through execution; including wireframes, prototypes, and final design
- Designed customer-facing experiences that improved engagement and conversion, contributing to measurable increases in user engagement and campaign performance
- Partnered with marketing, product, and engineering teams to deliver cohesive, on-brand work
- Presented creative concepts and rationale to stakeholders
- Conducted user research and applied insights to improve creative and usability
- Built scalable design systems and reusable components

02

Packaging Designer

Wilson Sporting Goods 2010

- Designed packaging and visual layouts aligned to brand guidelines
- Collaborated with cross-functional teams to evolve product presentation

03

Web Designer

Dominican University 2010

- Designed and maintained website pages with a focus on usability and accessibility
- Created responsive layouts aligned to brand standards

Education

BFA

Columbia College Chicago

Graphic Design 2006 - 2010

Skills

Creative & Campaign

- Art Direction
- Brand Identity
- Concept Development
- Visual Design

Digital & UX

- Design Systems
- Prototyping
- User Research
- Wireframing

Channels

- App
- Display
- Print
- Social Media
- Wearables
- Web

Programs

Figma

- Design
- FigJam
- Make
- Slides
- Sites

Adobe Creative Cloud

- After Effects
- Illustrator
- InDesign
- Photoshop

Azure DevOps & Jira