

----- art director ----- designer ----- code based artist ----- Brooklyn, NY -----

Sabrina Sommer is a Houston native who studied art in the great plains before moving to New York, where she works as an Art Director at Wieden + Kennedy. Outside of work, she writes and designs editorial publications, creates code-based art, and studies type design.

----- contact @ -----

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----- work experience -----

----- programs + skills -----

June 2021 – present

Art Director | Designer

Wieden and Kennedy, New York City, NY

Focused on design-led social media content creation for **Ford**, alongside other brands such as **Heinz**, **Kraft Mayo**, and **McDonald's**. Skilled in designing, filming, editing, and writing content for Twitter, Instagram, and TikTok, ensuring brand consistency and engagement.

Highlights include:

- Led the Bronco Sport campaign, producing 9 paid social videos, 150+ stills, and 15 location-based contextual billboards.
- Designed and animated roster announcements, application information, event signage, and evergreen content for McDonald's All-American Games (2022-2023), which was awarded a **2023 Clio Award Sports Bronze – Social Media**.
- Designed and produced still and video content across five vehicle-specific social channels: Bronco, Ford Truck, Mustang, Ford, and Ford EV.

Adobe Creative Suite

Cinema4D

Glyphs

Figma

HTML/CSS/Javascript

Python

Projection Mapping

March 2024 – October 2024

Stage Graphics Designer

SRND Studio, New York City, NY

Worked on stage graphics for Green Day's 'Saviors' tour and The Killers' 'Rebel Diamonds' tour. Daily tasks included animating sequences for songs, researching design artifacts, and iterating different designs while establishing brand guidelines under strict deadlines.

Highlights include:

- Animated three song sequences for Green Day's Dookie portion of the Saviors tour, designing 50+ original stills used throughout the three-hour performance.
- Provided 60+ still designs for The Killers' Las Vegas Caesar's Palace residency and Rebel Diamonds European tour.

June 2018 – May 2021

Digital Experience Designer

University Communications, University of Nebraska – Lincoln

Designed wireframes, interactive surveys, and websites for university clients, following a mobile-first and accessibility-focused approach. Worked within brand guidelines while ensuring responsiveness and usability. Gained proficiency in Drupal, HTML, CSS, and JavaScript.

----- education -----

University of Nebraska – Lincoln

- Bachelor of Arts – Graphic Design
- Bachelor of Journalism – Advertising

School of Poetic Computation

- Data Scraping and Videogrep courses taught by Sam Levigne using code to manipulate video and mass download information and data

Letterform Archive

- TypeWest Cohort Member (2025), a year-long intensive program covering Glyphs, type history, typeface design, and calligraphy.