



Sara Vahid

Sannois | France

saravahid66@yahoo.com

Linkedin

Creative Manager Brand, Web and Campaign Design

10+ years of experience, two countries, one conviction: a brand is a story told consistently, on every screen and at every event. From client logos to leading five designers at Brevo, I build brand and web systems that stay sharp in detail and consistent across markets, and I let campaign data decide what comes next.

creative direction

design review

mentoring

workload planning

freelancer coordination

stakeholder management

Visual Identity & System

UX/UI

Advertising

Contents Design

Editorial & Package Design

EXPERIENCE

Brevo (formerly Sendinblue)

Paris | Dec 2020 - Present

Creative Manager | Sep 2024 - Present

- **Lead** a team of 5 designers plus freelancers and agency partners, **setting creative direction** for brand, website and campaign design in a SaaS marketing organisation; review all work before release and **plan workload** with marketing stakeholders.
- **Directed development** of the Brevo brand system through a team designer;
- Introduced a **template system** that lets other teams handle simple design requests on their own, without needing the creative team; [2 teams / Social media and banner design / reduced about 10% of the workload].
- Led the team's migration from Wrike to Notion, with dashboards that give stakeholders full visibility of workload and deadlines and let me track incoming requests to plan sprints more effectively
- **Mentor designers** through design reviews and ongoing feedback.
- **Hired** 2 designers who are now among the team's top performers and developed them through mentoring and regular feedback; run **performance reviews** for the whole team.
- Set the design **team's budget**, including freelance and agency spend
- Use **campaign performance data** (conversion, click rate) to refine creative direction in later projects; [Paid Ads].

Lead Designer UX/UI | Jan 2022 - Aug 2024

- Designed the Brevo website for the **Sendinblue-to-Brevo rebrand** and worked with developers to launch it.
- Built the **web design system** from scratch with developers, creating a shared library of components that keeps the site consistent and speeds up page production.
- Redesigned **website structure and navigation** using **user behaviour data**, making key pages easier to find
- Owned projects **end to end, from concept to launch**, working directly with marketing and engineering teams.

Graphic Designer | Dec 2020 - Dec 2021

- Designed the Sendinblue B2B website and handed it to engineering.
- Produced marketing graphics across channels, from Social media to Eevents, keeping the brand consistent wherever customers saw it.

idiliz | UI/UX Designer

Paris | Dec 2010 - Dec 2020

Reworked the website's search engine interface;

- Redesigned the homepage, refined product cards, and designed new transactional pages.
- Designed the site and communication materials over three years.

DIGIT'ICE | Graphic & UX/UI Designer

Paris | Dec 2016 - Aug 2017

Worked as the sole designer, delivering web design and Brand identity projects for multiple clients;

EXPERIENCE

Earlier career | Graphic Designer

Paris and Tehran | 2009 - 2016

Groupe Aurlom Education (internship, 2016)

Pictolife (internship, 2015)

Asia Holding (freelance, 2012-13)

Bani Shoraka graphic studio (2010-11)

Beta Holding (freelance, 2009-10)

EDUCATION

Design Leadership
& Management
The Design Crew

Paris | Oct 2024

Project management
training

Paris | April 2026

Management training
Solar Management

Paris | Oct-Nov 2024

UX Design
UXLAND School

Paris | Jan 2020

Graphiste Multimedia
L'Ecole Multimedia

Paris | 2016-2017

Visual Communication
Iran's University of Art,
4-year degree

Tehran | 2006-2010

SKILLS

Tools

Figma	Advanced
Photoshop	Advanced
Illustrator	Competent
Indesign	Competent
After Effects	Basic
Lottiesfiles	Basic
Notion	Advanced
Wrike	Advanced

Languages

English	Fluent
French	Fluent
Farsi / Persian	Native