

PROFESSIONAL EXPERIENCE

07/2024 - 03/2026, Contract, Remote: Los Angeles, CA/Atlanta, GA

Prime Video Art Director: Amazon, Inc.

- Remote full-time contractor via Populus Group
- Lead integrated creative development for Prime Video campaigns across the U.S., Canada, Australia, Brazil, Mexico, Chile, and Colombia.
- Develop campaign concepts & style guides across digital, social, retail, OOH, AV, and storefront placements.
- Created campaign and product launch assets for Prime Big Deal Days, Black Friday/Cyber Monday, NBA, Brasileiro, Prime Video Brand Campaigns, App Store refresh, and News Hub launch.
- Partner with editorial, production, marketing, and regional teams to deliver high-volume creative across global marketplaces.
- Built AI-assisted creative tools and workflow systems, including asset generation templates and Figma-based layout tools, to improve speed and consistency.

01/2024 - 07/2024, Contract, Remote: Seattle, WA /Atlanta, GA

About Amazon News Art Director: Amazon, Inc.

- Developed and produced assets for AboutAmazon.com, CRM, and Amazon.com
- Revamped visual asset creative request intake process
- Designed assets across multiple Amazon sub-brand style guides and Amazon promotions

07/2023 - 10/2023, Contract, Remote: Los Angeles, CA/Atlanta, GA

Prime Video Art Director: Amazon, Inc.

- Remote full-time contractor via Aston Carter
- Developed and manage graphic assets across Canada, Australia, Brazil, Mexico, Chile, and Colombia.
- Create style guides for production delivery
- Develop customer experiences and visuals across platforms
- Support Prime Video's vision & brand on Amazon.com, social, & Prime Video Storefront

08/2021 - 05/2023, Full-time, Remote: Seattle, WA /Atlanta, GA

Prime Gaming Art Director: Amazon, Inc.

- Interim creative team manager, mentor, capacity monitoring, & team ticket assignment
- Art direction from project inception to completion
- Worked with art for AAA PC, console, & mobile games
- Conceptualize & produce marketing graphic assets for Prime Gaming benefits and offers
- Improved creative workflows, brief intake, and QA systems to support high-volume production.
- Collaborated with vendors, managed POs, and led creative production

06/2017 - 07/2021, Contract, Atlanta, GA

Content Strategist & Graphic Designer: Chick-fil-A, Inc.

- Managed digital asset platform with customizable creative templates
- Conducted site-wide asset audits and collaborated with vendors
- Contributed to the implementation & migration to a new enterprise platform
- Conceptualize, produce, and manage graphic assets

EARLIER EXPERIENCE

Lead Graphic Designer: Communiqué USA, Inc 06/17 - 07/21, Full-time, Atlanta, GA

- Established visual brand identity standards, refreshed logo, and created internal collateral

Graphic Designer: Tosca 04/17 - 12/17, Contract, Atlanta, GA

- Worked remotely designing instructional materials and promotional items

Graphic Designer: Gwinnett Magazine 01/17 - 03/17, Contract, Atlanta, GA

- Created advertisements and attended staff meetings

Graphic Designer: HeavyDuty Branding 01/16 - 10/16, Intern & Freelancer, Decatur, GA

- Created social media posts, banners, and website designs

Marketing Specialist and Designer: Cheeky Bliss 07/14 - 08/15, Part-Time, Statesboro, GA

- Managed website and designed marketing materials to increase engagement

Graphic Designer: Georgia Southern Student Media 05/13 - 12/13, Part-Time, Statesboro, GA

- Designed newspaper and magazine pages

SARAH HORNE PAYEN

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SUMMARY

Art Director with 10+ years of experience leading entertainment, retail, digital, and brand campaign creative. Skilled in integrated campaigns, design systems, global localization, vendor collaboration, and AI-assisted creative workflows. Experience across Prime Video, Prime Gaming, Amazon News, Chick-fil-A, and local brand initiatives.

SKILLS

Creative Leadership & Art Direction: guiding campaigns from concept to execution

Cross-Platform Branding: strategy across digital, retail, AV, and OOH

Brand Identity & Visual Systems: developing visual identities, brand guidelines, typography, color, and scalable design systems

Campaign Style Guides: consistent execution across global teams

Storyboarding & AV Thinking: visualizing narratives for video and animation

Project & Vendor Management: streamlining timelines, briefs, and production

Collaboration & Communication: cross-functional work with global stakeholders

AI-Assisted Creative Development: leveraging automation, generative tools, and templates to scale creative

SOFTWARE

Creative & Design

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, Acrobat)
- Figma
- Weavy (AI)
- Claude (AI)
- Adobe Firefly (AI)
- ChatGPT (AI)
- Amazon Q (AI)
- Runway (AI)

Productivity & Project Management

- Microsoft Office (Word, PowerPoint, Excel)
- Google Suite (Docs, Sheets, Slides)
- Asana
- Jira
- Quip
- Salesforce

EDUCATION

B.F.A. in Graphic Design,
Georgia Southern University, 2015