

PORTFOLIO



SARAH ALTHAUS

DESIGN, MARKETING & MANAGEMENT
Qualified in Digital Communication

CREATIVE PROFILE

DESIGN WITH PURPOSE. MARKETING WITH STRATEGY.

I am a creative designer with a passion for visual storytelling, branding and digital marketing. My work combines graphic design, social media management and strategic communication to create engaging visual experiences across digital and print media.

I enjoy transforming ideas into meaningful concepts, experimenting with new technologies and continuously improving my creative workflow. Whether developing a social media campaign, designing print material or exploring AI-assisted design, I focus on creating solutions that are both visually appealing and purpose-driven.

MY APPROACH observe - create - refine

Every successful project starts with understanding the brand, identifying the objective and designing content that communicates the right message to the right audience.

AREAS OF EXPERTISE

- Social Media Marketing
- Content Creation
- Graphic Design
- Branding
- Event Marketing
- Print & Editorial Design
- AI-assisted Design
- Visual Communication

SOFTWARE

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Canva
- CapCut
- ChatGPT
- Microsoft Office

PROFESSIONAL HIGHLIGHTS

SKILLS, TOOLS AND CONTINUOUS LEARNING

My projects combine creativity, strategic thinking and practical design experience. Alongside client work and personal projects, I continuously expand my expertise through professional training in digital marketing, AI and business communication.

CORE COMPETENCIES

- Graphic Design
- Branding
- Social Media Strategy
- Content Creation
- Event Marketing
- Print Design
- Editorial Design
- AI-assisted Design
- Visual Communication

WORKING STYLE

- Creative
- Strategic
- Curious
- Detail-Oriented
- Organized
- Solution-Focused
- Collaborative
- Fast Learner

PROFESSIONAL DEVELOPMENT

Online Marketing

Digital marketing fundamentals, campaign planning and online communication.

Content Marketing

Content storytelling, content planning and audience-focused communication.

Business English

Professional communication for international business environments.

KI

Creative applications of AI for ideation, visual development and content creation.

Microsoft

Efficient document creation, presentations and project organization using Microsoft Office applications.

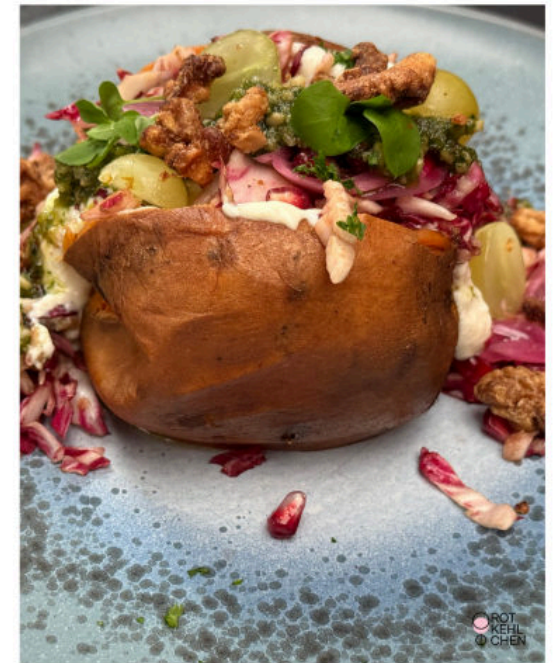
FOOD CONTENT

posting



süßkartoffelkumpir

ziegenkäsecreme. weintrauben. gepickelte zwiebeln.
kandierte walnüsse. radicchio. honig. schwarzer pfeffer.
granatapfel. kräuteröl. kräuterpesto.



SOCIAL MEDIA SERIES

A consistent Instagram concept was created to present seasonal dishes while strengthening the restaurant's visual identity. Inspired by the overall branding of the venue, the layout incorporates a Polaroid-style aesthetic to create recognition across different communication channels.

Each month features a different accent colour while maintaining the same composition. Every post follows a structured photography concept, including an overhead image, a close-up and an angled detail shot to showcase the dishes from different perspectives. Typography, logo placement and text structure remain consistent throughout the series.

HIGHLIGHT DESIGNS

INSTAGRAM STORIES

The story templates build upon the existing food content concept while being optimized for vertical viewing. Backgrounds are simplified, typography is enlarged and the dishes remain the visual focus, creating a cohesive design language across posts, stories and story highlights.

kumpir

ziegenkäsecreme | weintrauben |
gepickelte zwiebeln | kandierte
walnüsse | radicchio | honig | schwarzer
pfeffer | granatapfel | kräuteröl |
kräuterpesto



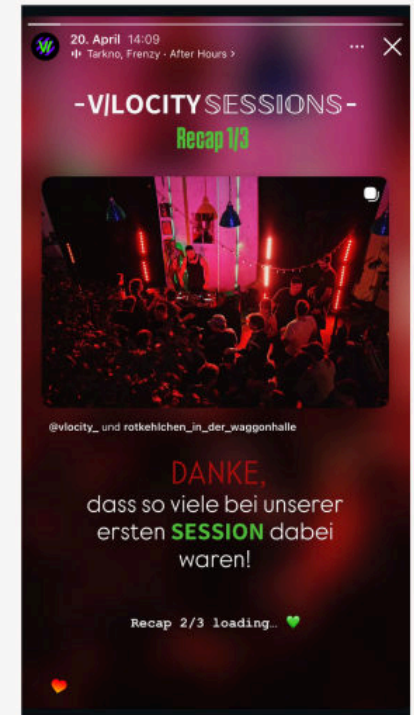
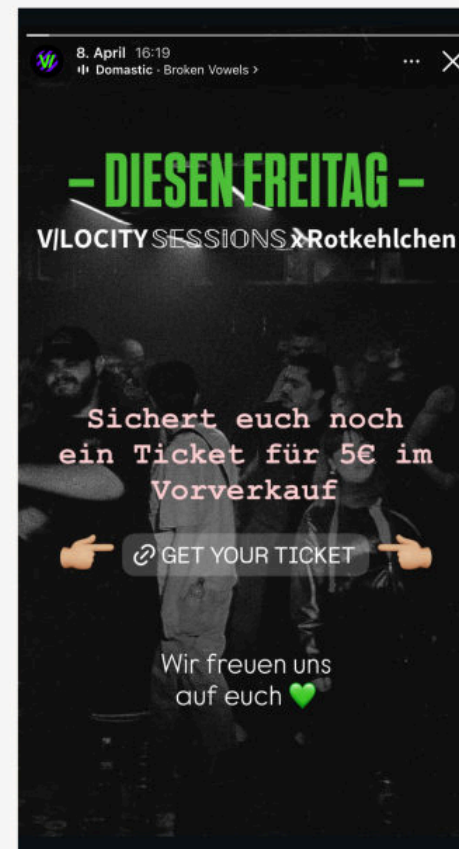
pasta [vegan]

rosenkohl | gochujang | grünkohlcrisp |
chinesisches chiliöl | zitrone | petersilie |
saucenspiegel aus pflanzlicher sahne |
rucola | wahlweise mit parmesan |
tofwürfel | speckwürfel





EVENT slides



SOCIAL MEDIA COMMUNICATION

Every story is designed individually depending on the event, artist or podcast being promoted. Different typography, colour combinations and layouts are explored while maintaining the recognizable visual identity of the V/LOCITY brand. The designs continuously evolve as new concepts and creative approaches are developed.

MODERN HYBRID DESIGNS

COLLABORATIVE EVENT BRANDING

This poster was created for the first V/LOCITY Session. Inspired by the vibrant colour palette of the venue, the design combines bold typography and expressive colours to promote the event while establishing the visual identity of the series.



HALLOWEEN event

EVENT PROMOTION

Several poster concepts were developed for a Halloween party, exploring different layouts, illustrations and compositions. The final design features a framed composition with a ghost illustration and was adapted for both Instagram posts and stories.



JAZZ BRUNCH

MIT EINEM ENSEMBLE
DER STUDI BIG BAND



INKLUSIVE KALTER UND
WARMER SPEISEN
FÜR 30€ PRO PERSON

10-14 UHR

03 MAI

ROT
KEHL
CHEN

JAZZ BRUNCH

MIT ENSEMBLE DER
STUDI BIG BAND



INKLUSIVE KALTER UND
WARMER SPEISEN
FÜR 30€ PRO PERSON

10-14 UHR

**03
05
2026**

ROT
KEHL
CHEN

BRUNCH
promotion

EVENT ADVERTISEMENT

This design was inspired by a Canva template, which served as a starting point before being extensively redesigned. The coffee cup remained the central visual element while the surrounding composition, typography and layout were developed to match the restaurant's branding..

BUSINESS IDENTITY

Rotkehlchen in der Waggonhalle

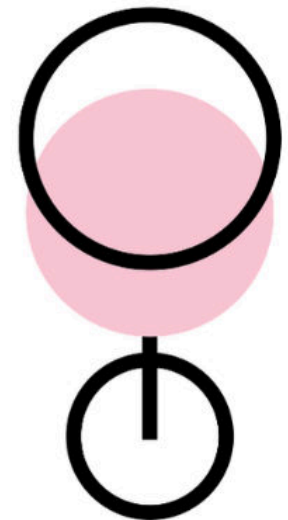


BUSINESS CARD DESIGN

A minimalistic business card developed around the restaurant's branding. The layout explores abstract geometric elements inspired by a bird's-eye view of a coffee cup while maintaining a clean and professional appearance. Multiple concepts were explored before selecting the final design.

Deine Ansprechpartnerin
Johanna Krüger

Rudolf-Bultman-Straße 2a
35039 Marburg
rotkehlchen-service@waggonhalle.de
06421 - 690626





IN DER WAGGONHALLE

RESTAURANT • EVENTS • BIERGARTEN



HOCHZEITEN,
FIRMENEVENTS,
CATERINGS & VIELES
MEHR



VEGANE,
VEGETARISCHE &
KLASSISCHE KÜCHE



MI - SO
16:00 - 23:00 UHR
KÜCHE BIS
21:30 UHR



Mehr entdecken?
Folge uns auf Instagram!

BANNER DESIGN

LARGE FORMAT ADAPTATION

The final event poster was adapted into a large-format banner for outdoor advertising. The design was optimized for readability, scale and visibility while preserving the restaurant's visual identity.



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AI-ASSISTED CONCEPT DEVELOPMENT

This project demonstrates how artificial intelligence can support the creative process. A photograph of the restaurant was transformed into an illustrated sketch, which served as the foundation for generating multiple poster concepts. The restaurant's branding, logo and event information were incorporated to create visually consistent design ideas.





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Rudolf-Bultmann-Straße 2A
35039 Marburg

Mehr entdecken?
Folge uns auf
Instagram!



created with *ChatGPT*
based on a real picture of
Rotkehlchen in der
Waggonhalle and the
colours of the restaurant

WORKFLOW PROCESS

FROM PROMPT TO FINAL DESIGN

STEP ONE

A reference photograph, branding elements and project requirements were used to generate multiple creative concepts with AI.

STEP TWO

The strongest visual ideas from different concepts were combined and further developed into a single layout.

STEP TREE

The final poster was refined manually by adjusting the composition, improving typography, adding additional design elements such as a QR code and incorporating personal creative ideas to achieve the finished design.



AMSTERDAM EDITORIAL DESIGN

JAHRES KOLLEKTION

DAS BESTE AUS 2026 IN
AMSTERDAM

AMSTERDAM EVENTS

Informier dich über die besten
und angesagtesten
Veranstaltungen rund um
Amsterdam. Vom Tulpenmarkt
bis hin zum Lichterspektakel ist
alles dabei.

AMSTERDAM TRAVEL GUIDE

This editorial project began with a Canva template used solely as initial inspiration. The entire publication was then redesigned from scratch, including the page structure, content organization, typography and overall layout.

AMSTERDAM

Herbstmärkte und Flohmärkte
Im Herbst wird der Charme von Amsterdam noch von den bunten Märkten und Flohmärkten geprägt. Diese Märkte bieten alles von Antiquitäten bis zu frischen Produkten und handgefertigten Artikeln.

SEITE 01

THE CONCEPT

The travel guide was developed as a year-round publication, with carefully selected events and recommendations for each month. The goal was to create a cohesive annual guide that combines editorial design with a clear visual identity and an intuitive reading experience.

IM
OKTOBER

FINAL PUBLICATION

The completed project was professionally printed and bound as a book, transforming the digital concept into a tangible publication intended as a personal gift. A consistent colour palette, carefully selected typography and a cohesive layout ensure a unified visual identity throughout the entire travel guide, creating an engaging and polished reading experience from the first page to the last.