Sarah Saunders

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Beginning my career in 2003 in the art department of a publishing company consisting of three people allowed me to become nimble and self-reliant, and enabled me to develop a myriad of skills and abilities. Building on my degree in graphic design, I became skilled in web development, UX, UI and product design, while helping the department branch out and become a company of over 150 employees.

At a Glance

SKILLS & ABILITIES

Graphic Design for Print & Digital

Branding & Brand Management

UX & UI Design

Sitemapping & Wireframing

Web Development

Client Success Management

Website & Project QA

Attention to Detail

Organization

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KNOWLEDGE

Adobe Creative Suite

Apple Pages, Numbers & Keynote

Microsoft Word, Excel & Powerpoint

HTML / CSS / SCSS

jQuery / PHP

Wordpress

Shopify

Webflow

Squarespace

Canva

Figma

Teamwork Project Management System

Slack

Microsoft Teams

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EDUCATION

Flagler College
St. Augustine, FL

1999-2003

BA in Graphic Design

Work Experience

SARAH'S DOMAIN   JAN. 2021 - PRESENT

Owner – Dedicated Creative Strategist, Graphic Designer, and Artist

I am a creative problem solver with over 20 years of professional design experience. In addition to my experience in graphic design for both digital and print, I bring front-end web development, UX/UI, and an abundance of project management skills and capabilities. Clients are first and foremost. When working with any client, my main goals are to:

- Create a product you are happy with.
- Create a product that performs or meets the goals you have set.
- Make the entire process as easy on you as possible.

TAMBOURINE   AUG. 2003 - AUG. 2020

A full-service marketing agency specializing in hotels and tourism.

Product Developer / Designer / Department Director   Jan. 2012 - Aug. 2020

Drawing on my knowledge of graphic design, web development, programming, advertising and digital marketing, I played a leading role in developing a subscription-based digital marketing program that allowed hotels to dramatically increase direct bookings and reduce dependency on third-party commission-based booking sites, while improving marketing consistency. Responsibilities included:

- Developing the flow of the program through the agency, including the various steps each department would be responsible for and the order in which they would occur
- Configuring the deliverables the clients would receive through their program
- Communications between departments and directly with clients to maintain efficiency and timeliness

Senior UX / UI / Onboarding Specialist

Concurrent with my role in developing the program, I took the lead in onboarding and coordinating with 300+ new hotel clients, helping them kick off successful full-scope marketing programs quickly and efficiently. Responsibilities included:

- Acting as the conduit between the clients and all other agency departments
- Analyzing the client's current site and their goals, and then creating and developing sitemaps and wireframes for the new site

Senior Web Designer & Developer   Jan. 2008 - Jan. 2012

Working with designers, copywriters and clients, I designed and developed web-based applications that were aesthetically pleasing, quick loading and indexible by search engines. Responsibilities included:

- Site and information architecture and creative development
- Coding web-based applications using a combination of Javascript, jQuery, XHTML / XHTML5, CSS, PHP and SQL
- Testing and debugging sites for quality assurance, consistency and functionality across all major platforms
- Supporting, maintaining and improving existing web-based applications

Graphic Design & Production Artist   Aug. 2003 - Jan. 2008

I designed various print collateral, stationery, publications and advertisements that effectively portrayed the client brand and messaging. Responsibilities included:

- Direct communication with clients to understand project objectives and to meet deadlines
- Design, production, organization and archiving of print-ready, high quality files
- Photo scaling, cropping and retouching