

# Sara Cannon

Design & UX  
Consultant

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## Skills

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Hello! Design is my calling. I am a **seasoned UI / UX designer**, former business owner, creative director, and passionate about everything design. I've been designing since 1998!

I'm thrilled to have worked with some amazing clients such as Disney Publishing, InsideClimate News, Chalkbeat, Birmingham Museum of Art, Recode, VentureBeat, The Getty, The Arc, Disney Streaming Services, Elad Gill, and Flickr.

I am currently looking for the opportunity to use my **problem-solving and creative skills** to lead a design team towards success and innovation.

When I'm not going after the next big idea, I'm at home in Birmingham, AL with my husband and a menagerie of pets. I also really enjoy painting and art.

**Specialties:** User Experience (UX), User Interface Design (UI), Wire-framing, Information Architecture, Strategic Design, Branding, Design Opps, Team Management, Remote Work, WordPress, Creative Direction, Sketch, Design Systems, Website & App Design

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## Experience

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**Freelance** / Creative Director, UI / UX Designer, Consultant  
August 2019 - Present

Working with clients on various design, UX, and branding projects.

**Conserv** / CxO

October 2019 - February 2020

User experience designer, design system creation, & product release lead - environmental monitoring startup for cultural Institutions.

**Bloc** / Design Student Mentor

September 2017 - February 2020

Part-time mentor for aspiring designers

**Art Processors** / Design Lead

October 2018 - August 2019

Designing technology to help people fall more in love with your space at Art Processors - an experiential design consultancy specializing in rich, immersive visitor experiences for museums.

### **Range** / Managing Partner / Creative Director

May 2012 - October 2017

Founded Range, an agency that loves high-quality Design, UI, UX, Branding, and Development specializing in WordPress. We worked with clients such as Disney, Flickr, Rick Riordan, InsideClimate News, and The Oprah Winfrey Network.

### **Freelance** / Designer, UI, UX, Branding, and WordPress Developer

April 2011 - May 2012

Worked on various design projects. Branding, web design, WordPress theme development, User Interface Design, user experience work, and various other design and creative direction. Worked with clients such as PandoDaily, Jones Valley Urban Farm, and Camels & Chocolate.

### **Scout Branding Co.** / Interaction Designer & Developer

October 2007 - January 2012

Technical Lead for Web Design & Development, Designed & Developed Websites, managed contractors, presented concepts, brand development. Worked with clients such as: Mannington Residential, Alagasco, Baptist Health Page 2 of 3 Systems, Trek Birmingham, Christian & Small, Clarus Consulting, Marketry, Oasis Counseling for Women & Children

### **Wilbanks Elam** / Graphic Designer

April 2006 - October 2007

Branding, Graphics, Print, Website Design, Website Development, Video Editing. Worked with clients such as BE&K, Magic Moments, The Lakeshore Foundation, and Cocina.

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## Education

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### **Samford University** / B.S. Graphic Design

2001 - 2005, BIRMINGHAM, AL