

# Sara Rekrut

Website & Digital Designer

## Contact

Email: srekrut@gmail.com

Portfolio: sararekrut.com

## Skills

- Adobe After Effects
- Adobe Illustrator
- Adobe Indesign
- Adobe Photoshop
- Brand Development
- Communication
- Competitive Analysis
- Figma
- Information Architecture
- Responsive Design
- Teamwork
- Usability Testing
- User Flows
- User Research
- Website Design
- Webflow

## Achievements

### Branding Competition

**Winner:** This project was completed as part of a graduate class. All my classmates participated and my mark won.

### Outstanding Employee:

Wholefoods two years out of the entire store.

**Award:** UPMC I was an error-free and top examiner out of 87 employees.

### Second Best Sales:

won second best is sales out of 130 stores.

**Vista Member:** Received a scholarship for serving over 900 hours working alongside community members to advance local solutions.

## Experience

### Website & Digital Designer

Responsival September 2020 - Current

- Conceptualize, design, and build digital products that bring simplicity and user friendliness to complex roadblocks on multiple platforms.
- Strategize and create supporting documentation including sitemaps, style guides, user flows, high fidelity wireframes, visual mockups, and rapid prototypes.
- Collaborate with team members to present ideas and adjust design to best fit copy.

### Design Assistant

Responsival May 2020 - September 2020

- Re-brand of a bakery adding an online ordering system
- Utilizing various research methods including user interviews and card sorting to discover insights
- Create wire-frames, proposals, mock-ups, and user journey maps
- Consult with cross functioning teams to assist in determining optimal user flow
- Design nine Instagram story templates for new clients
- Design an icon set for Responsival's Instagram account

### Claims Examiner

UPMC July 2018 - April 2020

- Managing sensitive files, records and benefit eligibility
- Resolve claim edits, review history records
- Review payment levels to arrive at final payment determination

### Lead Artist

Beyer Projects April 2012 - February 2018

- Managed and provided feedback to junior artist on five projects communicating clients vision through out projects
- Guide team through out design process in research, story development, and style guide that meets the interest of both client and user.

### Product Buyer

Wholefoods Market October 2015 - April 2017

- Adhere to budget, brand standards, and deadlines of weekly sale items to create marketing and advertisement for products
- Managed inventory for 200+ products keeping track of trends by running daily and weekly reports
- Won outstanding employee of the store and accomplished second best is sales out of the entire east region (130 stores)

## Education

### Master of Arts, Interdisciplinary Design

Chatham University 2019 - 2020

### Bachelor of Fine Arts

Edinboro University of Pennsylvania 2007 - 2011