

# Sarah Saunders

## WORK & PORTFOLIO

---

### EMAIL

[ss@sarahsdomain.com](mailto:ss@sarahsdomain.com)

### WEBSITE

[sarahsdomain.com](http://sarahsdomain.com)

### LINKED IN

[linkedin.com/in/sarahsdomain](https://www.linkedin.com/in/sarahsdomain)

### PHONE

(561) 236-9391



# Nevis Tourism Authority Welcome Packet

## THE CHALLENGE

Develop a welcome packet that the Nevis Tourism Authority would send out to potential visitors to the island that would include all of the need to know information and also to create a new look and feel for them to use moving forward.

## THE SOLUTION

The island of Nevis is a 36 square mile island that is truly authentic Caribbean. It has a wealth of natural beauty both on land and on the water. With that in mind, we used all natural textures and large color photos to help paint the experience when visiting.

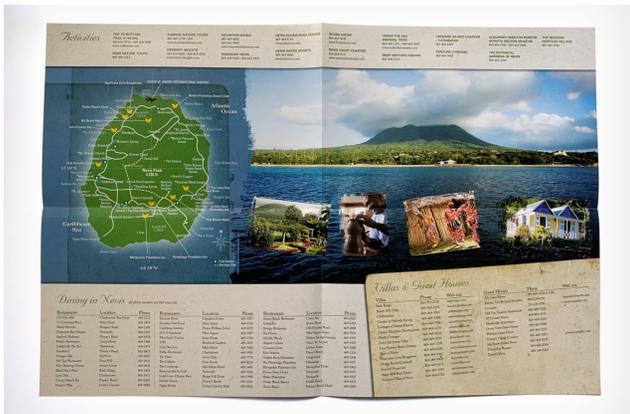


## THE PROCESS

For such a small island it has a large story to tell. We accomplished this storytelling by starting out with a visit to the island for a full photo/video shoot. The visit also provided us with the opportunity to truly experience the island and every aspect of what it has to offer.

The packet began with a horizontal pocket folder with side pockets. It was designed to fit into a custom designed 10" x 7" envelope. When recipients opened the packet they were greeted with an overview video DVD developed from the footage taken on the visit. It also included a 9" x 6" full color brochure that was 16 pages plus the cover. The idea was to use minimal copy and let the large photos and textures tell the story. Also included in the packet was a fold out map with lists of key locations and activities. In the right side pocket was a set of stepped inserts with basic information on what there is to do, where one can stay, how to get there, a calendar of events, the story of Nevis heritage and how to plan a wedding on the island.

This was probably one of my favorite projects because of how involved it was and how gorgeous it came out.



# Sarah Saunders Branding

## THE CHALLENGE

Develop an identity to promote my artwork and photography. I began doing craft shows and selling custom pet portraits so I needed a unique identity that I could use across multiple platforms.

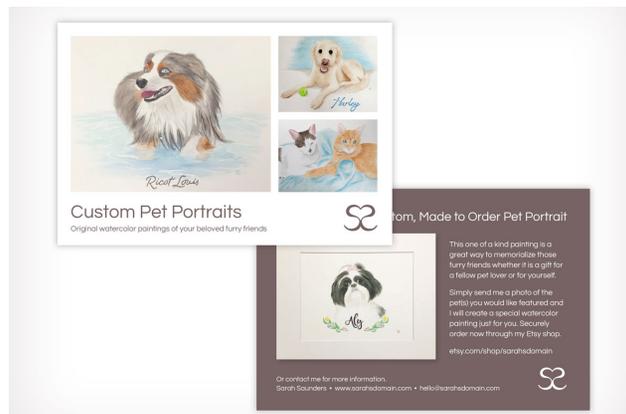
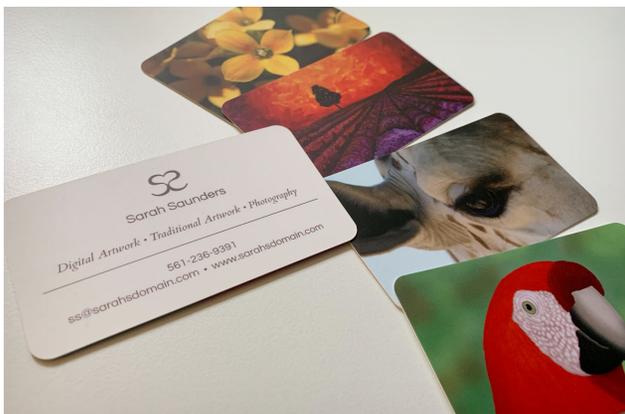
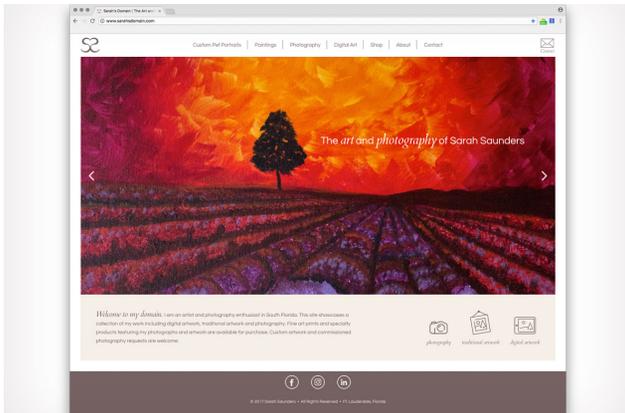
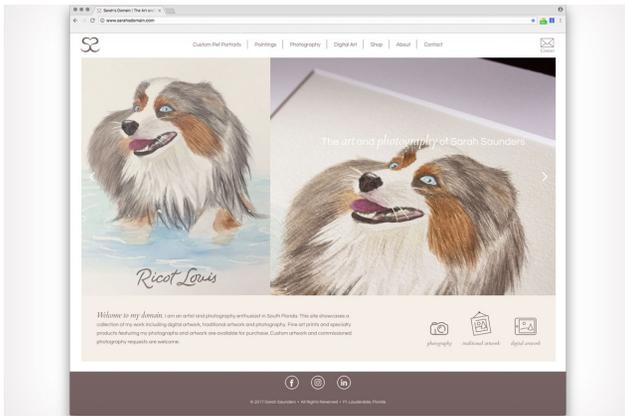
## THE SOLUTION

Using the signature I put on all my paintings with the double 's' that forms a heart as my logo I used a neutral color palette to enable the artwork and photography to provide the color.

## THE PROCESS

This was the original version of my brand. I wanted to use the double 's' that I sign my paintings with as a way to connect my artwork to the brand. For the website home page I used a large rotating image to display a few samples of my artwork and photography and then allowed the user to click into internal pages to learn more and to purchase prints or paintings.

On my business card I had fun with using several different background options while keeping the front of it neutral with the pertinent information. Depending on who I was giving a card to would determine which back I would give them. If they were interested in my photography then they would get one with a photo on the back. I was also given the opportunity to run an advertisement in a local pet rescue magazine to promote my custom pet portraits which I based off of the design of a postcard I created to hand out at shows.





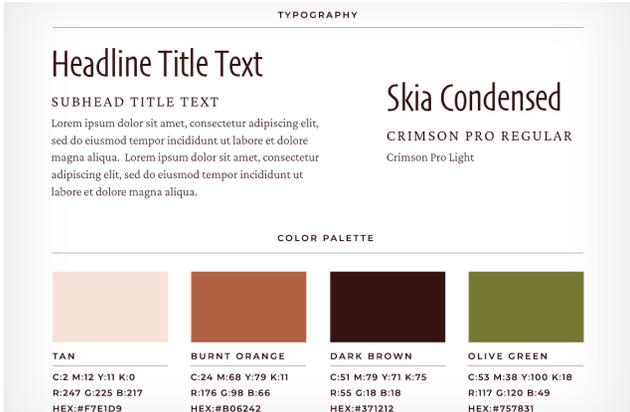
# Giraffe Conservation Foundation Re-Branding

## THE CHALLENGE

I took this on as a personal challenge to enhance the look and feel of this organization. I absolutely am in love with giraffes and thought this would be a fun exercise to see how I could improve their brand.

## THE SOLUTION

I used the similar color palette but toned it down a little bit to be more neutral. The logo was also a bit busy so I simplified it based on an illustration I did a while back which exemplifies the love of giraffes.

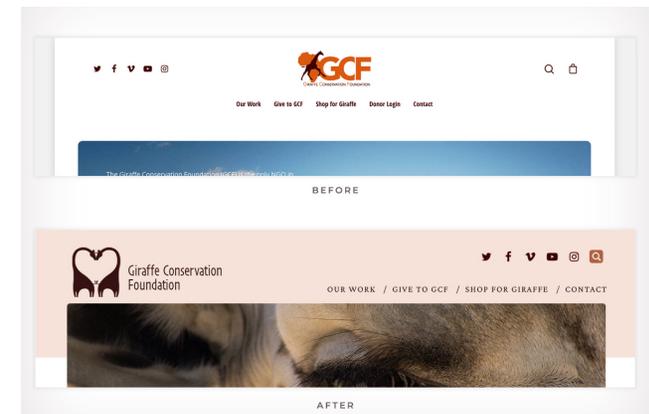
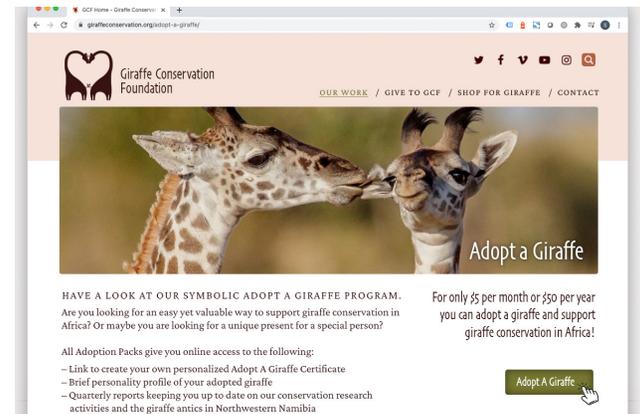
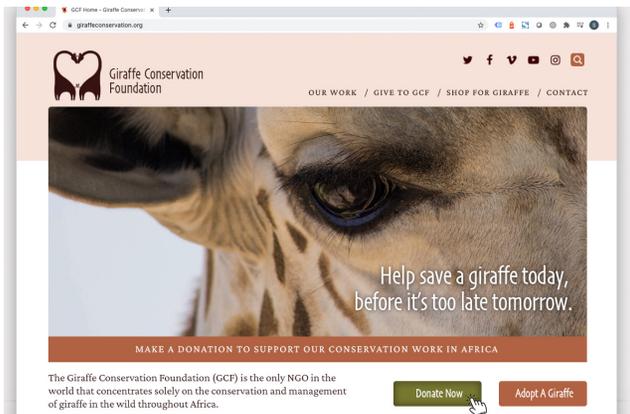


## THE PROCESS

The current site is very stark white with very small navigation links. Other than the logo they don't really have a solid brand guidelines that are followed. For the color palette I modified the original orange color they have in their logo to be a little softer and more neutral. To offset the warm tones I added an olive green color to be used sparingly as an accent color - primarily the button hover states.

For the website I increased the width so the images can be larger and more eye catching. Incorporating the light tan bar behind the header bar but extending down below the header image helps to create a natural flow down the page as opposed to having a harsh break between the header and the content below.

On the last slide you can see the comparison between the original header of the website and the updated header of the website. The updated website is more warm, inviting and friendlier.





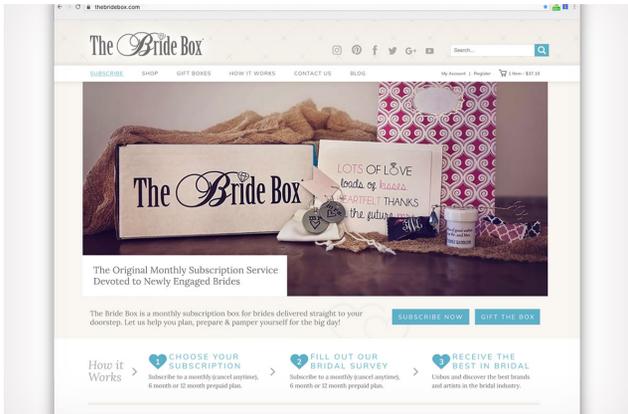
# The Bride Box Website

## THE CHALLENGE

Freshen up the Wordpress template website design with a more sophisticated look and feel including an updated mobile friendly version, then develop the new design in place of the existing Wordpress template and WooCommerce storefront.

## THE SOLUTION

I designed the site to be a softer light tan site simplifying the logo and removing all of the lace texture. To keep with the packaging that the customers were used to receiving I did bring over a variation of the blue that was not quite so harsh.

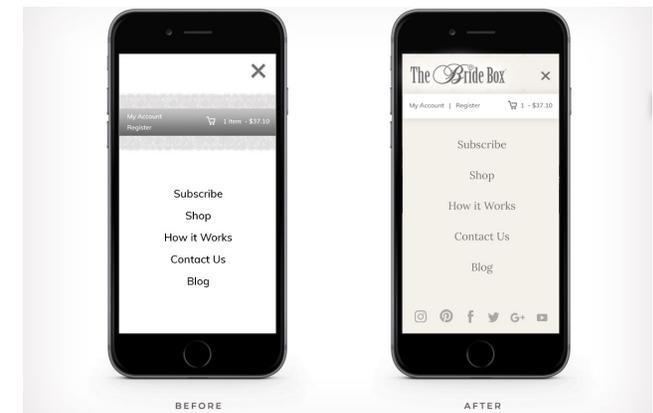
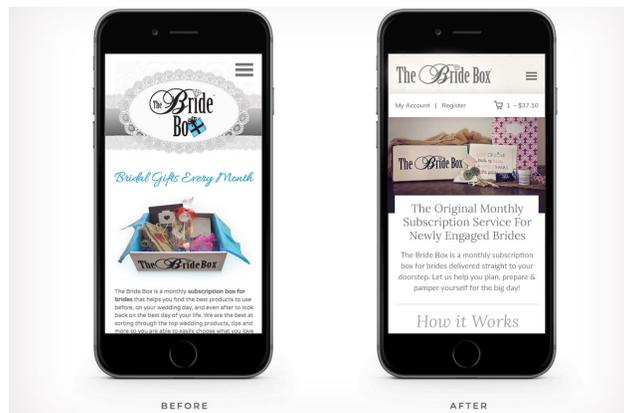
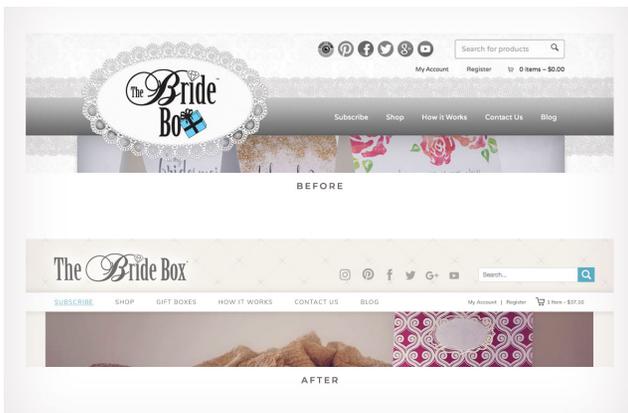


## THE PROCESS

While the site had a light feel with the white background, the gray navigation and footer bars plus black text lacked the sophistication that brides-to-be would be looking for. They were also a bit heavy in contrast to the white, so I softened it up with a light tan header and footer and got rid of the lace-trimmed badge that the logo was sitting on top of.

I also got rid of the gift box that was in place of the 'x' in the logo since it made it difficult to read. Because this was not a nationally known brand, the brand itself needed to be simpler. The simplification of the logo helped with the size of the header on the mobile version so it did not take up as much real estate.

In order to retain some of the brand recognition that their client base had and to keep some consistency with the packaging that was already in use I carried over a friendlier version of the blue. This was done to keep some sense of brand recognition with any current customers.



# Weekly Traffic Report

## THE CHALLENGE

Provide ongoing support to the agency on how to properly use the newly implemented project management software while also establishing standards of use.

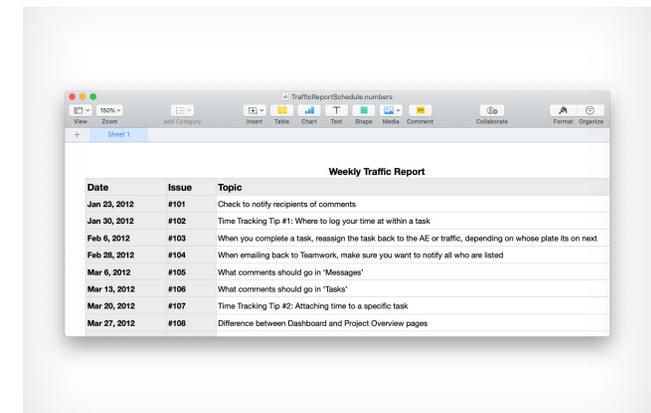
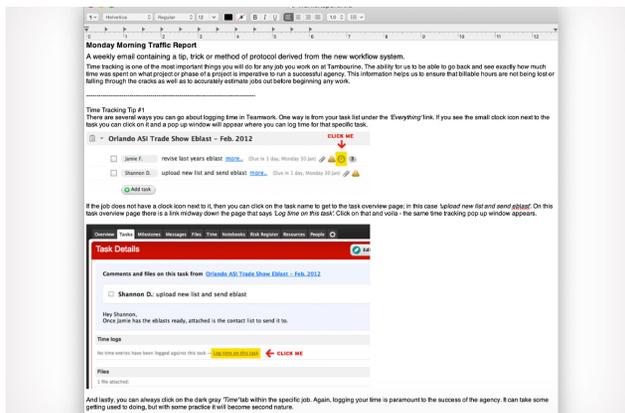
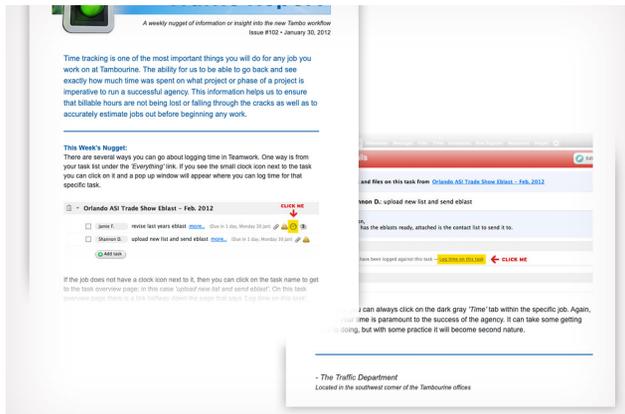
## THE SOLUTION

I developed a weekly email to send to all employees with a specific tip they could use to not only learn the new software but to also create consistency across the agency's use of the software.

## THE PROCESS

My role in the company was constantly evolving as their needs evolved. At one point my role was as Traffic Manager and I was put in charge of implementing a solid project management software. After much research and deliberation I selected Teamwork PM - an online software for project management. Because implementing a whole new system was too much for everyone to take in in one sitting and the use of the software needed to be consistent across all employees and departments, I decided the best way to approach this was to send out an internal email which would provide a tip or way to use the software.

I wanted it to be short enough to keep the employee's attention but detailed enough that they understood the point I was trying to get across. I achieved this through a combination of images and text and keeping each week to 1 main point. In addition to developing the content of each week's email I also programmed the html for the blast which was then sent out through Mailchimp.



# Systems Integration Presentation

## THE CHALLENGE

Develop a comprehensive presentation to explain to a client how our department's process of onboarding worked and what they could expect to happen from beginning to end.

## THE SOLUTION

A vintage toy themed presentation that illustrated how our department gathered all of the pieces of their marketing program together and got everything up and running and the timeframe they could expect for each stage of the process.

## THE PROCESS

The department I headed up was responsible for coordinating the initiation of all of the pieces of the client's digital marketing program. To illustrate this concept I came up with a theme of vintage toys with each phase of our process being designated by a corresponding toy.

The beginning of the presentation shows all of the pieces of the marketing program (the toys) scattered around a toy box. Because each phase of the process was represented by a specific toy, the presentation ends with all of the toys gathered into the toy box to represent their complete marketing program.

In addition to developing the presentation I drew all of the sketches/illustrations using my iPad Pro and Apple Pencil and presented the final piece to the client, walking them through the entire process.

## The Phases of Systems Integration

1. Kick Off / Welcome
2. Information Gathering
3. Design
4. Development
5. Quality Assurance
6. Pre-Launch
7. Launch
8. Post-Launch



## Kick Off / Welcome Phase

Approximately 1 - 2 hours

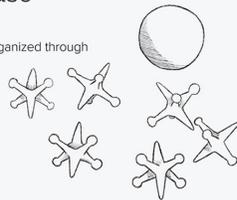
- Kick off call to gather:
  - Property's unique story
  - Typical guest profile
  - General performance metrics
- Meet the team
- Questions and answers
- Our job has just begun...



## Information / Asset Gathering Phase

Approximately 1 week

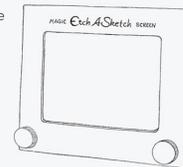
- Asset Gathering
  - Collect checklist items organized through Google spreadsheet
- Sitemap creation
- Department Introductions
  - SEO/PPC call
  - Social Media call
  - Copywriting call



## Design Phase

Approximately 1.5 - 2 weeks

- Based on approved sitemap
- Design presented via web conference
- Feedback / Revisions
- Approval from property



Our Job is Done





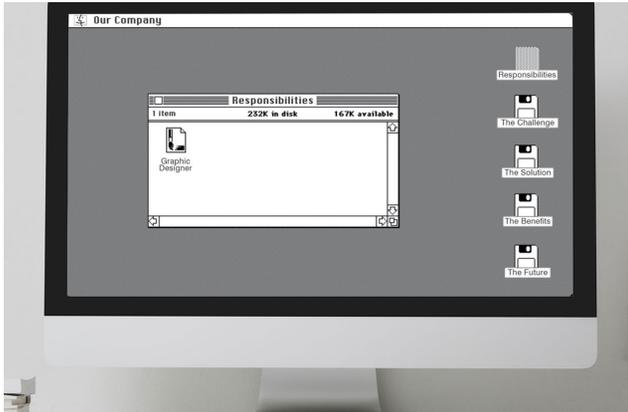
# Quality Assurance Presentation

## THE CHALLENGE

Come up with a way to reduce the amount of time and resources the company was spending on the QA process in the development of a new site while at the same time retaining the level of quality our clients had come to expect.

## THE SOLUTION

We were an all Apple based company so I developed a vintage Mac OS themed presentation to present to the owners that demonstrated the challenges the company was facing, how we could go about fixing the problem and why I was the one to do it.



## THE PROCESS

The onboarding department that I was the head of at that time was developed around my 'jack of all trades' skillset. This meant that we were responsible for a wide variety of tasks, one of which was the QA'ing of a website during its development process. This task was proving to be exhausting in both time and resources internally and externally. In an effort to save the company that time and money I decided to propose a split within our department to the owners where I would head up a dedicated internal QA team to help streamline the process.

I first walked them through all of the responsibilities that I had taken on at the company up to that point and how I had assisted in propelling the company forward as it related to each responsibility. I then walked them through the current challenges that the company was facing, what I felt would resolve those challenges - a dedicated QA department - and finally why I thought that I would be the best fit to head it up. But most importantly I outlined how it could be done without new hires and how time and money would be saved.



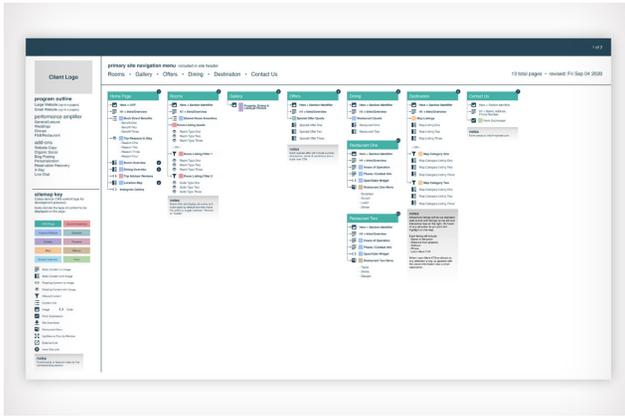
# Sitemap Template

## THE CHALLENGE

Create consistency in the sitemaps that our department was developing making them technical enough for all internal departments to use as their blueprint but also simple enough that the clients could understand and not be overwhelmed.

## THE SOLUTION

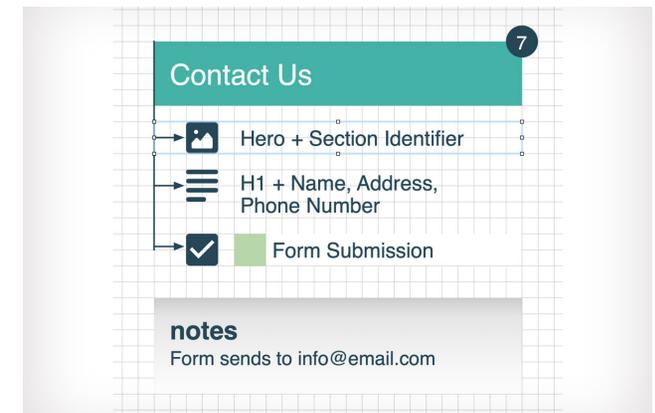
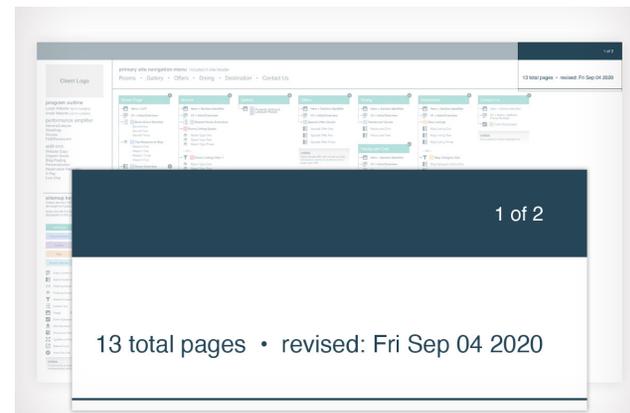
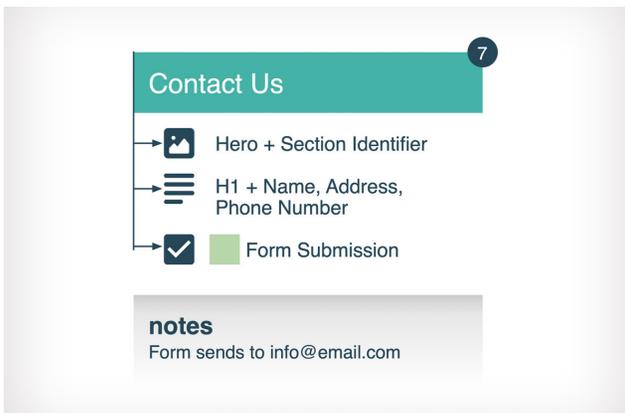
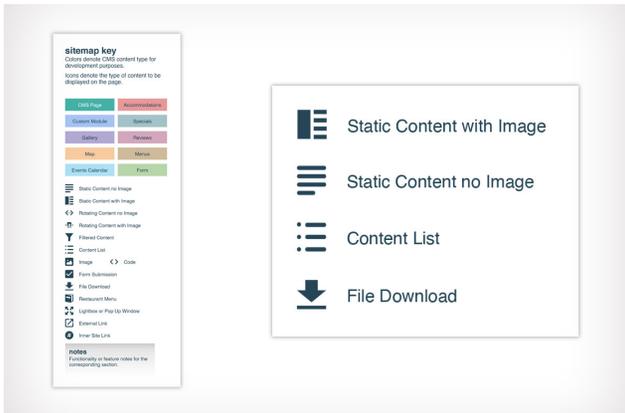
I developed a template file and stencil for the site mapping program we used, OmniGraffle. It was grid based and the elements were accessible so users could simply drag and drop what they needed without having to resize or worry about the layout.



## THE PROCESS

I needed to develop a site blueprint solution that was easy to decipher by anyone looking at it. The biggest challenge was that it needed to be detailed enough for each internal department to refer to when they were developing their part of the site but also simplified enough for a client to be able to review the pages and their corresponding content distribution. Because we used a proprietary CMS system to develop our websites, I decided to incorporate a combination of iconography that matched up with the various elements of the CMS while also defining the elements for each page, all of which were included in a sitemap key.

In order to maintain consistency within our department the template was also methodically developed on a grid system that easily allowed the user to align all the items and not need to resize any elements. OmniGraffle makes use of stencils which I also developed to be used with the template so the user could literally just drag an element to the page as they were laying out the content. This all allowed the user to focus on the actual dispersion of content and not have to worry about spacing, styling or layout issues.



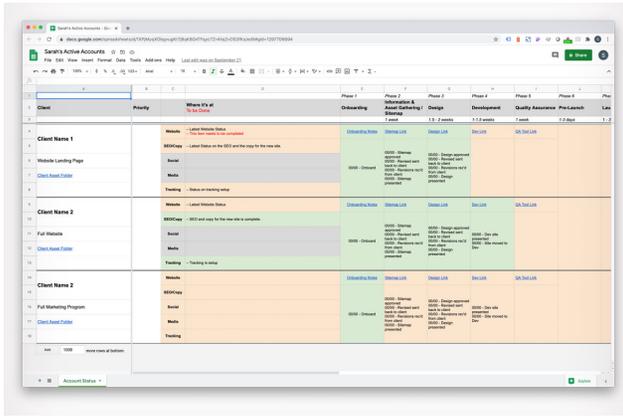
# Organizational Document

## THE CHALLENGE

Come up with a way to keep track of anywhere from 15 to 25 or 30 marketing programs all in various stages of the process and be able to give an update on any one at any given time.

## THE SOLUTION

I developed this Google Doc spreadsheet which allowed me to visually get a 30,000 ft view of each program while also being able to get granular status information including relevant key dates.



## THE PROCESS

Our department was responsible for launching all pieces of a client's digital marketing program which included from 1 to 5 parts and each part had up to 6 phases from inception to launch. There were so many moving parts to one program that I had to come up with a way to keep track of everything. Because I am a very visual person I used a color coding system. I am also a very analytical and organized person so I wanted everything to be accessible from within this one document - whether it was the status of the project or links to relevant files.

If a client did not have a deliverable included in their program then I would gray out that box. If a deliverable was in any stage of the process then it was colored in orange and once it was launched and all of my responsibilities were completed then it was colored in green allowing for an at a glance review. Within each phase I would note key dates so I was able to pin point when a project moved from one phase to the next as well as where phases took longer than they should have.

