

# Sarah Saunders

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Beginning my career in 2003 in a small start-up company 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 also became skilled in web development, UX, UI and product design, while helping the company grow to 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

### KNOWLEDGE

Adobe Creative Suite

Apple Pages,  
Numbers & Keynote

Microsoft Word,  
Excel & Powerpoint

HTML / CSS / SCSS

jQuery / PHP

Wordpress

Shopify

Webflow

Squarespace

OmniGraffle

Teamwork Project  
Management System

Slack

Microsoft Teams

### EDUCATION

Flagler College  
St. Augustine, FL  
Bachelor of Arts, 2003

## Work Experience

### SARAH'S DOMAIN

MAR. 2021 - PRESENT

#### Owner – Dedicated Creative Strategist, Graphic Designer, and Artist

I am a creative problem solver with 18 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 indexable 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

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