

With 6+ years of experience in web design and front-end web development, Sarah has demonstrated a high level of proficiency in delivering quality web content and products. Her experience in client based environments has also contributed to growth in adaptability, critical thinking and project management skills. She is looking to continue leveraging her creative and technical skills in a web design/front-end developer focused role where she can continue to develop web products that have a meaningful impact to businesses and users.

EXPERIENCE

SS&C Technologies, Denver, CO — *Web Designer*

July 2022 - PRESENT

- Designed and improved all 4 website templates to decrease development time needed to onboard new clients and to increase the desirability of our options to propose and sell our services to prospective clients
- Updated Template 1 to improve design and interactivity; redesigned Template 2 to promote design, functionality and interactivity; and updated Template 4 to include performance and other data tables or charts per the client's need
- Added new features to existing client web sites, including the addition of a document search feature on sites and addition of website cookie popup for all sites
- Improved 30+ existing websites by reducing image sizes for faster website load speeds, upgrading the JSON on all client sites, and enhancing web contact forms for better security and bot prevention
- Responded promptly to clients and completed tasks within expected turnaround times, including creating new efficiencies to streamline work to meet deadlines and client expectations
- Produced high quality website designs and features for new and existing clients
- Assisted the Senior Director of Creative Services in designing print related items for clients

Inova Health System, Fairfax, VA — *Web and Digital Media Analyst*

January 2019 - July 2022

- Designed and updated 20+ webpages on the Inova public website used by patients and Inova employees at 5 hospitals, 430+ care sites and partner offices using Drupal and HTML
- Designed graphics for Inova marketing and internal operations using Illustrator, Photoshop, and ProCreate, while leveraging the branding style guide to keep the organization's brand in alignment
- Completed post-production editing of 20+ videos on Inova services and various healthcare subjects using Adobe After Effects and Premiere pro (additionally, managed and published video content on Vimeo and YouTube)
- Launched an email campaign initiative, with an audience of 7 million and 10% engagement, highlighting Inova events/services, newsletters from 10+ Inova care sites and Inova hosted webinars on ActiveCampaign using UX/UI best practices
- Developed industry relevant marketing content for social media and the company websites blog on Hootsuite using marketing content design best practices
- Created analytics to track usage of QR codes in marketing content/operations as well as social media engagement and email content (analytics data was leveraged by C suite officers, the presidents of the 5 hospitals and leadership for each of the 11 service lines of Inova's business)
- Engaged with 50+ internal clients on marketing requirements and delivery

Lebanon Valley College Student Affairs, Annville, PA — *Graphic Design Associate*

January 2018 - May 2018

- Produced and designed content for college marketing and operations using Photoshop, Illustrator and InDesign, including designing multiple clothing lines and other marketing content for various college initiatives that averaged a 300% increase in the initiatives budget and fundraising
- Created and updated branding for various college organizations using Illustrator, creative-thinking and strategic brand management best practices (engaged with clients on requirement gathering and design specifications)

SKILLS

HTML & CSS,
JavaScript, JQuery,
Typescript,
front-end
web development
responsive web design,
HubSpot, Bootstrap,
Photoshop, Illustrator,
Azure, Github,
AWS Route 53,
Drupal, WordPress,
Figma, Azure
Google Analytics,
UX/UI

EDUCATION

Lebanon Valley College
Digital Communications
Concentration in
digital and web design,
including UX/UI,
front-end development,
database/SQL