



# sarah whinnem

I believe good design is essential to improved usability and clear communication. I'm a creative and tech-savvy type with a passion for making things beautiful and creating a better user experience.

## SKILLS AND EXPERTISE:

ADOBE PHOTOSHOP

ADOBE INDESIGN

ADOBE ILLUSTRATOR

SOCIAL MEDIA

(X)HTML DEVELOPMENT

CSS STANDARDS

WORDPRESS

BASIC PHP/JQUERY

QUARK XPRESS

ADOBE FLASH

MICROSOFT OFFICE

MAC AND WINDOWS OS

## CAREER EXPERIENCE:

### GRAPHIC DESIGNER • ING GROUP INC., RETIREMENT SERVICES DIVISION 2009-PRESENT

#### Responsibilities:

- Design print material such as brochures and fact sheets for use by plan administrators
- Create and build digital and interactive pieces including HTML e-mails and Flash presentations
- Design retirement plan logos for use on printed material, interactive, and web applications

#### Accomplishments:

- Collaborate with multi-location design team to provide solutions for internal and external clients
- Work within two to five day lead times for original designs and revisions

### FREELANCE GRAPHIC DESIGNER 2005-PRESENT

#### Responsibilities:

- Web design including static HTML/CSS sites and CMS sites including WordPress
- Print design including business cards/stationery, advertisements, brochures, direct mail
- Identity design and logo design for businesses and non-profit clients

#### Accomplishments:

- Content managed sites give clients access to content so updates are easy and inexpensive
- Launched a personal design blog providing creative inspiration, information, links, and tutorials

### GRAPHIC DESIGNER • THERMOSPAS, INC. 2007-2009

#### Responsibilities:

- Print layouts for customer oriented collateral including brochures, sell sheets, and manuals
- Designed sales, lead generation, and e-commerce websites, advertisements and direct mail
- Created internal communications, product sales guides, and training materials

#### Accomplishments:

- E-commerce redesigns improved usability and resulted in 50% increase in monthly sales
- Redesigned frequently-used documents to allow easier editing and redesign in the future

### PROJECT MANAGER/GRAPHIC DEVELOPER • FRONTIER VISION TECHNOLOGIES 2001-2007

#### Responsibilities:

- Managed website design/development projects from concept to launch
- Coordinated tasks and deadlines between clients and international development team
- Created standards-compliant designs for print, web, and multimedia applications

#### Accomplishments:

- Website redesigns averaged 25% increase in visitor traffic and \$500 added revenue per month

### REPAIR TECHNICIAN • BEST BUY CO., INC. 2001-2004

#### Responsibilities:

- Troubleshoot, diagnosed and repaired personal computers and consumer electronics
- Attained service time and sales goals and assisted store sales team in reaching overall goals

#### Accomplishments:

- Member of an award-winning Service team and achieved personal two-day repair turn-time

## EDUCATION:

### BFA • VISUAL COMM. – DIGITAL DESIGN • AMERICAN INTERCONTINENTAL UNIVERSITY 2005

### AS • GRAPHIC DESIGN – MULTIMEDIA • MANCHESTER COMMUNITY COLLEGE 2004

Magna Cum Laude; Member of Phi Theta Kappa Academic Honor Society  
Rainwater Design Award for Achievement & Excellence in Graphic Arts