

**Sarah McVean**

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[www.designsmitten.com](http://www.designsmitten.com)

- Objective      Enthusiastic, focused, and exceptionally detail oriented designer with over seven years experience in the creative industry; seeking full time employment, or contract work, to collaborate on exciting projects within a team of passionate peers.
- Profile
- Highly adaptable within a variety of professional environments and project roles with demonstrated inter-personal skills and professionalism.
  - Proven communication and presentation skills during client and team meetings, and articulate creative concepts and marketing objectives clearly.
  - Rapidly develop creative concepts within short time lines; manage multiple responsibilities and deadlines simultaneously.
  - Extensive design and front-end development experience providing solutions that meet client business objectives, in tandem with user centric considerations.
  - Employ standards based XHTML/CSS designs and markup, with a solid understanding of requirements and limitations. Hands on experience with Ajax, JavaScript, PHP and Flash animation.
  - Well versed in traditional print processes and marketing concepts, including commercial printing requirements, brand identity, and brand positioning.
  - Excellent written communication skills, specifically in the areas of creative documentation, project outlines, copy writing, and email.
- Experience
- Web Designer**, Cornerstone Technologies February07-April08
- Successfully managed several projects with aggressive timelines. Acted as senior designer/project manager throughout project life cycle.
  - Designed mock ups and storyboards for website designs using Photoshop and Illustrator. Created Flash presentations with Flash 8.
  - Mentored and guided junior designers/developer with creative, technical, project management experience and skills.
- Web/Graphic Designer**, PentaGraphix September06-February07  
Primary Client: EnCana Corporation
- Created new media/motion graphics presentations for corporate relations materials using Flash 8, Flash Video, and After Effects.
  - Designed public relations and human resources print materials for large scale distribution.
  - Performed as lead new media/web designer for projects with other PentaGraphix clients.

Experience  
Cont'd

**Designer, Archetype Media July02-September06**

Successfully maintained full time freelance position performing consulting, design, development, and project management through a diverse range of projects and business industries. Projects include:

[www.cmva.com](http://www.cmva.com)

- Undertook the re-design of professional organization's website with standards based, W3C valid XHTML and CSS markup.
- Hired and managed PHP developer to develop gated content area, and integrated back end PHP code/functionality with the front.

[www.mobiusmarine.com](http://www.mobiusmarine.com)

- Created new site design and performed front end development for wake boarding retail store.
- Developed Flash animation featuring luxury line boats, implemented DHTML navigation and PHP functionality.

[www.cosmeticlaservein.com](http://www.cosmeticlaservein.com)

- Acted as creative designer for re-design of cosmetic treatment web site in partnership with Anduro Marketing.
- Chose photographic elements for approval in design concepts and performed extensive digital editing of imagery.
- Provided final design in an HTML template for Anduro.

**Designer/HTML Programmer, Big Picture Tech/Impact Blue December00-July02**

Notable Clients: GE Electric, Talisman Energy, Alberta Credit Union, Travel Alberta

- Designed mock ups and created concepts based on client's business objectives and functionality/technical requirements.
- Created digital artwork, performed image editing, and prepared and optimized images for HTML.
- Coded layouts and performed changes to graphics and HTML on existing client sites.

While working in the capacity of junior designer, personal design concepts were regularly chosen by clients for implementation. Awarded the role and responsibility of project manager for two client web design projects.

Technical	Photoshop Image Ready	Illustrator InDesign	HTML Dreamweaver	XHTML CSS	JavaScript PHP	Flash After Effects
Disciplines	Web Design Print Design	Interaction Design Information Architecture	Search Engine Optimization Standards and Usability	Web Logs Marketing		
Education	Diploma, Multimedia Design and Communications – December 2000 Applied Multimedia					