

Sarah McVean

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www.designsmitten.com

- Objective** Enthusiastic, focused, and exceptionally detail oriented designer with over nine years experience in the creative/tech industry; seeking full time employment to collaborate on interaction design 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 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/UI Designer**, Shopster e-Commerce May 09-Present
- Acted as in house designer for print collateral, website layout and graphics, as well as supplemental marketing material such as banner ads, landing pages, and advertisements.
 - Created UI wireframes and page designs based on functionality and usability needs of web application.
 - Worked with both development and marketing teams; contributed to overall company decisions affecting product development and business growth.
- Web Designer/Content Manager**, FoodLogiQ June08-April09
- Worked with all team members to create mock-ups detailing software user interaction, process, and interface, focused on usability while addressing very complex software functionality.
 - Managed and provided support to team members working with CMS and social networking features of Liferay software; oversaw and approved content entered into blogs and wikis.
 - Successfully redesigned corporate website under tight time constraints, and quickly learned technical requirements for integration of design into Liferay portal software; website design set new standards for print design and marketing materials.

Experience
Cont'd

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.

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

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

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.

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.

Education

Diploma, Multimedia Design and Communications – December 2000
Applied Multimedia

Technical

Photoshop	Illustrator	HTML	XHTML	JavaScript	Flash
Image Ready	InDesign	Dreamweaver	CSS	PHP	After Effects

Disciplines

Web Design	Interaction Design	Search Engine Optimization	Web Logs
Print Design	Information Architecture	Standards and Usability	Marketing