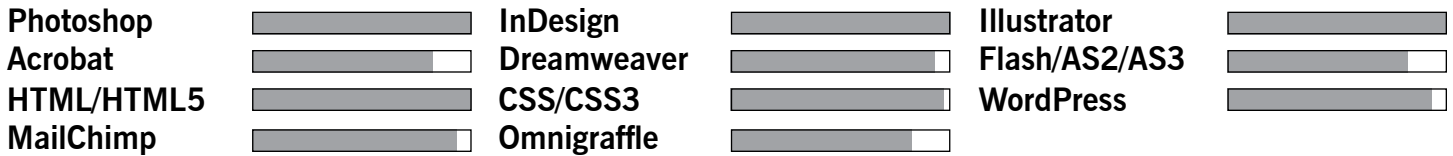


OBJECTIVE

I am looking for a position as a graphic and web designer/developer. I am a dedicated and creative team player who pays attention to detail.

TECHNICAL EXPERTISE



Additional capabilities include **Balsamiq, Keynote, PowerPoint, ePubs, Fireworks, SEO, UI/UX**

PROFESSIONAL EXPERIENCE

Graphic and Web Designer/Developer

2000–Present

Clients include:

- Samsung
- Kaiser’s LMPartnership
- California Shakespeare Theater
- Alison Levine
- Foxy Rocket
- Salesforce Foundation
- Venafi
- Rena Bransten Gallery
- Marjorie Liu

Must consistently meet deadlines for multiple on-going projects while maintaining a cohesive design theme for each distinct project. Deadlines ranged from hours to weeks.

Website design/development

- XHTML/HTML5
- CSS/CSS3
- WordPress customizations
- Ads, static and animated
- Flash animated applications
- SEO
- IU/UX
- Site maps/strategic planning
- Mobile and Apple Watch icons

Print collateral

- Magazine/multi-page layouts
- Booklets
- Brochures
- Business Cards
- Flyers/Posters/Postcards
- Display ads
- T-shirt designs
- Car wrap design
- Way finding and signs

90% telecommute. 10% in person meetings.

Technical and Graphic Design Trainer

2004–2014

Leading classes of up to 20 professionals for up to 8 hours of training a day. Individual sessions also occurred. Curriculum development and creation of training materials for classes taught at BAVC and privately. Utilization and adaptation of materials provided for other training centers.

Topics covered include:

- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- Fireworks
- Flash Animation, AS 2.0, AS 3.0
- Acrobat
- WordPress
- Omnigraffle/Balsamiq/Keynote
- XHTML/HTML5 CSS/CSS3
- jQuery
- SEO
- ePubs
- Typography
- Color Theory
- Web and Graphic Design
- Web Workflow
- UI/UX

Training centers included: Bay Area Video Coalition (BAVC); Sonic Training; AcademyX
30% telecommute for curriculum development, training material creation, and prep. 70% training.

Art Director

2004–May 2010

Art Director for The Pagan Alliance 501(c)(3). Concept, design, and creation of print and web collateral. Sat on the Board of Directors for a number of years. Volunteer position.

Management/execution responsibilities included:

- Website management
- Website redesign
- SEO
- Ads, static and animated
- Flash animated applications
- Event staging/design
- Parade float design
- Way finding and signs
- Logo design
- Festival program (approx. 40 pgs.)
- Brochures
- Business Cards
- Flyers/Posters/Postcards
- Hand painted signs
- Vinyl sign design
- Photo ready ads

80% telecommute. 15% in person meetings. 5% site specific set up.

PUBLICATIONS

Technical Editor for the HTML5 Mobile Development Cookbook

2011–2012

Technical editing of each chapter. Extensive use of knowledge of HTML5 and the mobile platform to insure accurate and useful information, lessons, and code snippets.

Coauthor of the WordPress and Flash Cookbook published by Packt Publishing

2010

Generation of media and lessons within a very strict time line.

EDUCATION

California College of the Arts, BFA

2002

REFERENCES

Mindy Aronoff

Director of Training & Resources

Arlynn Camire

Executive Director

Donivan Fox

Owner

For full reference information
contact sarah@sarahsoward.com