SARA SPRAGGINS

214.534.1009
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artelectronica.com
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Vancouver, WA

DIGITAL DESIGNER | WEB EXPERT | CONTENT CONSULTANT

- Experienced web-focused designer with years of demonstrated history of working across multiple industries.
- Skilled in taking user experience to the next level through custom programming, design, and brand optimization.
- Specializing in integrating design and technology to produce the optimal customized user experience.

KEY SKILLSETS

On-Brand Eye-Catching Graphics Creation ⁑ User-centered Design ⁑ User Interface Design ⁑ Branding ⁑ Adobe Creative Suite ⁑ HTML HTML5 CSS JavaScript PHP ⁑ Web Development ⁑ Web Project Management ⁑ Responsive Web Design ⁑ Web Analytics ⁑ WordPress ⁑ Custom Template Creation ⁑ Information Architecture ⁑ Branding ⁑ Logo & Packaging Design ⁑ Workflow Management ⁑ Budgeting ⁑ Attention to Detail e-Commerce WooCommerce / Shopify / Squarespace ⁑ Front-End Development ⁑ Third-Party API Back-End Integration ⁑ UI/UX ⁑ Search Engine Optimization (SEO) ⁑ Google Analytics ⁑ Google Search Optimization ⁑ Google Business Optimization ⁑ CMS (Content Management)

LinkedIn SKILLS ASSESSMENTS

Dreamweaver, Photoshop, HTML, WordPress, SEO, Front-end Development

WORK EXPERIENCE

ART + ELECTRONICA
Principal Consultant, February 1999 – Present

- Interaction with clients on all levels concerning the project from inception to completion.
- Responsibilities include budget planning, delivery timelines, technical specifications, workflow management, information architecture, content management, user functionality, technical project lead, design project lead.
- Work includes dynamic, database-driven websites, custom web and graphic design, web programming, custom WordPress templates, SEO customization, branding, social media optimization, 3rd party website integration, and e-commerce websites.

NLC GROUP
Chief Web Engineer, May 2012 – May 2015

- Responsible for website technical specifications.
- Implemented design specifications of websites for North Dallas Bank and Inwood Bank
- Oversaw the completion of projects on time and within budget.

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AGENCY.COM
Systems Engineer

- Responsible for Technical Documentation of application flow and database design of projects.
- Developed technical documentation and specifications.
- Implementation of Java COM and Active X objects through ASP.

EAGLE RIVER INTERACTIVE
Senior Developer

- Responsible for design documentation outlining development of a corporate intranet.
- Acted as Technical Lead and Main Technical Client Contact on projects.
- Key developer of ASP web applications referencing Access Databases and utilizing client-side and server-side Javascript.
- Team developer of a dynamic, content-driven intranet implemented in Java. Clients included State Farm, Allstate, American Airlines and Compaq.

Developer

- Interfaced with clients in role of Assistant Project Manager to coordinate scope, design, and technical details from conception to delivery of website.
- Developed web applications and backend scripts for websites on UNIX servers.
- Clients include J. Walter Thompson (for Ford), JavaSoft and First Chicago Online Banking.

Graphic Designer

- Responsible for creation and design of comps and graphics for websites and CD-ROMs.
- Responsible for developing and maintaining a consistent look and feel throughout the project.
- Clients included Disneyland Paris, Compaq, JavaSoft and The Staubach Company.

EDUCATION

School of Visual Arts, Master of Fine Arts
Tulane University, Bachelor of Science