SARA SPRAGGINS, Web Expert | Digital Designer | User Experience Guru

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

LinkedIn SKILLS ASSESSMENTS

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

WORK EXPERIENCE

ART + ELECTRONICA
Principal Consultant, February 1999 – Present
- o Interaction with clients on all levels concerning the project from inception to completion.
- o Responsibilities include budget planning, delivery timelines, technical specifications, workflow management, information architecture, content management, user functionality, technical project lead, design project lead.
- o 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
- o Responsible for website technical specifications.
- o Implemented design specifications of websites for North Dallas Bank and Inwood Bank
- o Oversaw the completion of projects on time and within budget.

AGENCY.COM
Systems Engineer

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

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

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

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

EDUCATION

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