

# Sarah Kimi Rettig

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## PROFESSIONAL SUMMARY

I earned my BA and MA in Media Studies that laid the foundation for lifelong learning and gaining mastery over skills in digital media production and design. I have a unicorn skill-set that includes proficiency in coding, timeline editing, graphic design, and user experience using the latest design and development platforms with traditional techniques.

## PERSONAL PROJECTS

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### Poster Design using AI and Adobe Illustrator - May 2024

- Designed poster using Illustrator GenAI features to add vector artwork
- Employed ChatGPT for copy to ensure consistent length and uplifting tone
- Utilized ReType, beta Illustrator AI feature, to match font in image

### YouTube Video - PamPam and Adobe Lightroom - July - Aug 2024

- Implemented storyboard template to help plan graphics, video and script
- Employed ChatGPT to review script and rewrite sections to be more concise
- Utilized Adobe Premiere to video edit screen recordings, images and voice over

### **CodeJeo Vue JS web app** ~ July - September 2024 (demo available upon request)

- Developed a Rest API using Node JS and Express and postgresSQL
- Developed a front-end using Vue JS and Vuex (now Pinia) store

### Hope Bucket React web app ~ September - Nov 2024

- Developed web app using React taking advantage of Hooks and Context
- Designed UI/UX of app with user testing and Figma prototype

## WORK EXPERIENCE

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### **Wordpress/Hubspot Design Specialist** - Good Circle Marketing

Gallatin, Tennessee, Remote Contract | August - December 2023

- Designed Figma mockups to present design ideas and explore UX user flows
- Designed content heavy Hubspot CMS website with HUBL/CSS modules
- Created Wordpress websites adhering to branding and content outline

### **WordPress Web & Graphic Designer** - Philadelphia Works Inc.

Philadelphia, PA | May 2022 - March 2023

- Created department Sharepoint portal to exchange design assets and files across departments
- Designed lead generating website landing pages tied to data analytics tags to track marketing efforts
- Designed marketing design deliverables in Canva making use of collaboration features
- Managed plugins and content updates for multiple Wordpress sites and trained content authors

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**Wordpress Web Designer** - Dentalnachos.com

Philadelphia, PA | May - August 2021

- Designed wireframes and mockups using Adobe XD for design reviews
- Redesigned website navigation to focus on findability and driving traffic to key pages
- Customized WordPress plugin for editable and searchable job postings components
- Streamlined job posts creation process on website after conducting internal interviews

**Digital Marketing & Web Admin** - American Heritage Federal Credit Union

Philadelphia, PA | November 2020 - May 2021

- Designed Sitefinity CMS pages mocking up in Adobe XD before customizing HTML/CSS
- Conducted ADA compliance audit of website and update content using Site Improve audit results
- Designed email newsletters and landing pages for Hubspot marketing campaigns

**Web Developer & Web Designer** - Priority Dispatch Corporation

Salt Lake City, UT | December 2016 - June 2020

- Designed wireframes and prototype mockups using Adobe XD to present in meetings
- Front-End coding of multi-role licensing look-up dashboard in Angular and REST API
- Designed and developed LMS training website in PHP and MySQL
- Collaborated with developers and stakeholders on Agile scrum-ban projects

**SOFTWARE SKILLS**

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**Design Software:** Generative AI • Adobe Creative Suite • Illustrator • Lightroom • Photoshop • Figma • Canva

**Content Management:** Hubspot Marketing CMS • Sharepoint Portal • Wordpress • Google Sheets • Content Outlines

**Web Development:** HTML • CSS • Javascript • React JS • Vue JS • Angular • REST API • PHP • Git • Agile • Kanban

**EDUCATION**

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MA in Media Studies, The New School, New York City, NY, 2005

BA in Media Studies, Scripps College, Claremont, CA, 2003

**CERTIFICATIONS**

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- ❖ Product Management & Strategy Certificate, University of Pennsylvania, October 2023
- ❖ Hubspot Marketing/CMS Certificate, Hubspot Academy, Dec 2021
- ❖ Digital Marketing Nanodegree, Udacity.com , March-May 2020
- ❖ UX Design Certificate, V School, SLC Utah, February - April 2018
- ❖ Javascript Front-End Development Certificate, V School, SLC Utah, Aug - Nov 2016