

Sarah Kimi Rettig

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EDUCATION

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

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

PERSONAL PROJECTS

[Podcast - SEO in the Age of AI](#) - March 2025

- Wrote and edited script for episode using my expertise and AI assistance
- Utilized Eleven Labs to create engaging audio content using AI voices
- Researched topics on SEO and AI to validate assumptions on trends in SEO

[AI-Enhanced Vector Character Art for Punch Needle](#) - 2025

- Utilized Adobe Illustrator's AI features to transform hand drawn sketches into vector drawings of Kawaii style animal characters
- Employed Illustrator editing skills to edit AI renderings and customize drawings.
- Traced designs onto grid fabric then punch needled design

[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)

- Developed a Rest API using Node JS and Express and postgresSQL
- Developed a front-end using Vue JS, RESTFUL API, and PostGres DB

[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

SOFTWARE SKILLS

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

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

WORK EXPERIENCE

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

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

CERTIFICATIONS & SELF TRAINING

- ❖ **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 / UI Design Certificate**, V School, SLC Utah, February - April 2018
- ❖ **Javascript Front-End Development Certificate**, V School, SLC Utah, Aug - Nov 2016