Sara Bretes
Senior Digital Designer

- London, UK
- sarabretes@me.com
- 07900885164
- behance.net/sarabretes

Summary

A dynamic, resourceful and hard-working person with excellent interpersonal skills and the ability to communicate concisely at all levels. A self-starting person who has lots to offer in terms of enthusiasm with the ability to bring high standards to the workplace. Enjoys being part of a successful and productive team. A good problem solver with a strong work ethic and desire to succeed.

Technical skills

HTML & CSS

Javascript

Adobe Illustrator

Adobe Photoshop

Adobe After Effects

Adobe XD

Figma

Sketch

Core skills

- Creative
- Teamwork
- Analytical
- Communication
- Empathy
- Negotiation

Career History

Senior Digital Designer
Charles Stanley & Co. Limited **-** April 2017 - Present

- Responsible for digital brand guidelines, keep it up to date with best UX/UI principles.
- Design, code and cross-browser compatibility of campaign pages. Setting up Google tag manager and analysing data to see page performance and how to improve it.
- Design, code and test bespoke email templates.
- Set up website and campaign forms with appropriate validation and email automation.
- Image, video and podcast editing.
- Animated google ads in html5.
- UX research base on data for conversation improvement.
- Direct report management, appraisal, career development.

HTML Designer
KPMG UK **-** July 2015 - Present

- Design and wireframe of pursuits sites resorting to brainstorming, personas and user journeys.
- Responsible for the design, code and test of email campaigns within KPMG brand guideline.
- Design of website banners and gif images.
- Email testing on Litmus and Email on Acid.
- Image and video editing.

Education

Masters in Digital Media Design
Birkbeck, University of London **-** September 2019 - September 2020

- Creating accessible websites using HTML, CSS, Javascript and ReactJS - validating the code to meet web standards.
- Heuristic evaluation and usability testing.
- Prototypes, navigation systems, Interaction design, User experience and concept design

BA Hons in Information Systems, Web and Multimedia
Universidade Europeia, Lisbon **-** September 2009 - October 2012

- HTML5, CSS, Javascript, Webservices, PHP, ASP, Web Apps, PhoneGap, Geolocation, MySQL, Microsoft SQL Server
- Thesis: "Development of Web Apps for Smartphones.