

SARAH FALTER

Web Design Student

CONNECT



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<http://sarahfalter.com/portfolio/>

EDUCATION

Master of Arts - Web Design and
Online Communications

University of Florida

August 2020 - Spring 2022

Bachelor of Arts - Psychology

Florida Atlantic University

August 2015 - December 2018

SKILLS

CSS3

HTML5

Javascript

Git Version Control

InDesign

Illustrator

Photoshop

XD, Figma, Sketch

UX Design

Print Design

PROFESSIONAL EXPERIENCE

Pearson Education

Enrollment Advisor - February 2019 - August 2020

Advised, recruited, and maintained active database of over 100 applicants semesterly for online nursing and accounting graduate programs. Assisted marketing department in text and email marketing campaigns.

DESIGN/DEVELOPMENT PROJECTS

Mermaids and Tadpoles

April - May 2021

Designed a brand identity for a swim instructor located in Jacksonville, Florida. Utilized brand research, competitive analysis, Illustrator, Photoshop, InDesign, XD, and front-end development languages such as CSS3, HTML5, and Javascript.

Hamilton Concept Site

April - May 2021

Collaboratively developed a Hamilton Character concept site with two other graduate students. Utilized CSS3, HTML5, Javascript, and Git Version Control, as well as web design.

Usability Evaluation - UF Website

March - May 2021

Conducted user research on real research subjects to evaluate usability issues located in the UF website. Utilized user personas, expert evaluations, user methodology, and presented the findings.

Craigslist Redesign

May 2021

Utilized UX best practices, brand research, and UX prototyping tools such as Adobe Photoshop and XD to rebrand Craigslist and redesign their website homepage.