# Sarah Falter
## CREATIVE

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## EDUCATION

**Master of Arts Mass Communications - Web Design and Online Communications**
University of Florida | 4.0 GPA
August 2020 - Present

**Coursework**: Web Principles, Corporate Identity on the Web, Digital Imagery on the Web, User Experience Design & Research, Advanced Web Topics.

**Bachelor of Arts - Psychology**
**Minor - Applied Mental Health Services**
Florida Atlantic University | 3.4 GPA
2015-2018

## EXPERIENCE

**Pearson Education**
*Enrollment Advisor*
Feb-2019-Aug 2020

Advised, recruited, and retained online graduate students using a consultative sales approach. • Served on a team that consistently hit KPIs above other teams across all locations. • Created text marketing campaigns • Used Salesforce CRM to manage active pipeline database.

**Pearson Education**
*Digital and Communications Lead*
Florida Women in Learning and Leadership

Created visually pleasing newsletters regarding updates on initiatives and workshops in employee resource group. • Executed Pearson branding with typography and illustrations marked in style guide • Led all communications within group and in cross functional settings. • Researched trends in workplace skills and women in workplace.

Hi, I'm Sarah. I'm a current graduate student at the University of Florida specializing in Web Design and Online Communications. I have a passion for creating websites that are beautiful and functional.

I approach good design with a balance of user need, aesthetics, usability, keen business acumen, and empathy. I'm currenty learning the tools I need to execute my designs into tangible products. I thrive off change and challenge, and am seeking opportuntiies to perfect my craft.

## SKILLS

- Adobe Creative: Illustrator, InDesign, Photoshop XD
- Front-End: HTML5, CSS, Javascript.
- Version Control: Git.
- Coding collaboratively on a team.
- Mobile-First Responsive Web Design
- Langauges: Spanish (conversational), French (beginner).
- Typography
- Design Research
- Color Theory
- Visual Communication
- Research Methods
- Salesforce

## HOBBIES/INTERESTS

Learning languages • Piano & Singing • Painting • Traveling • Mental Health Advocacy • History • Comedy • Cooking