



+1 514 549 9202

hi@sarahsemark.com

hire.sarahsemark.com

A creative and versatile graphic designer with over **10 years of varied experience.**

Highly skilled technically; strong knowledge of web standards and programming languages.

Capable of collaborating with others' visions and delivering work within allotted budget and timeframe. Strong **project management** skills.

TECHNICAL STRENGTHS

- WordPress
- HTML/CSS
- Sass, Compass, etc.
- Ruby on Rails
- Adobe CS
- git
- Javascript/jQuery
- PHP/MySQL

I had a few good proposals for my website, but Sarah was absolutely the right choice. Not only did she completely understand what I was going for, she was able to execute to perfection, pairing an artist's eye with an engineer's attention to detail. After helping me find just the right artist to do the background illustration, she meticulously sourced the fonts and images, culminating in an organic, immersive experience that perfectly captures the mood of the books. Small wonder the website has received so many compliments! I fully expect to work with Sarah again in the future.

E.L. TETTENSOR AUTHOR

TRIGGERS & SPARKS GRAPHIC DESIGN

2006–Present

Creative Director & Owner

Ran a successful freelance design business for eight years. Worked with **over ninety clients on hundreds of projects**, from logos and business cards to packaging and book covers. Designed and developed over 100 websites on platforms ranging from custom WordPress installations to developer-built frameworks.

In addition to design and development, did **copywriting, illustration, photography, project management, technical writing, documentation, accounting, and marketing.**

Responsible for all aspects of a project, from sourcing stock imagery or custom illustration to ensuring that development runs smoothly and the copy is well-crafted. **Manage client expectations, control scope creep, plan timelines, and juggle multiple deadlines and projects.**

Responsible for the selection, hiring, and management of freelance illustration, development, and writing talents. **Coordinated projects with team members distributed around the globe.**

Provide **technical support** to ongoing clients. Set up, maintained, and managed an optimized VPS to provide premium hosting to clients. Involved with Ladies Learning Code as a technical mentor.



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Sarah is very reliable and extremely resourceful. Sarah delivered consistent, timely results on a variety of graphic design, web design and programming related projects over the course of several years. Sarah was also able solve many of the programming issues and suggest a variety of solutions to issues we were having with our website.

MAIA KAPAHI
WICKER EMPORIUM

Sarah revamped our website with a clean, fresh look that made navigation much easier for users and revealed the wealth of content we had created. We've received many compliments from our nationwide network. With her technical know-how and design vision, Sarah built a website that surpassed expectations, all within budget.

ALICE WALKER
ALLIANCE FOR COMMUNITY TREES

WICKER EMPORIUM

2008–Present

Freelance Designer

Responsible for all graphic and web design, as well as project management.

Redesigned website to be responsive. **Integrated Magento and WordPress.** Built templates for both systems that used new design. Redesigned interaction patterns for better usability.

Developed a style guide for website copy and product naming guidelines. Established a social media policy and hired a social media manager, an effort which saw a marked improvement in user engagement.

Implemented git for version control, set up development and production environments, and **enforced best practises for a team of developers** from different companies. Set up server to run production website, optimizing for security and speed.

Developed a custom **responsive MailChimp template**. Sent a variety of weekly newsletters to over 30,000 subscribers.

Spearheaded shifting the brand focus to a more modern look-and-feel while introducing the brand to new markets.

HB STUDIOS

2005–2007

Graphic Artist

Responsible for designing and implementing graphical interfaces, both heads-up displays and menu structures, for **EA games on Xbox, PS2, and PC.**

Worked on a three-person graphic design team on **Rugby 2006**, then took sole responsibility for all frontend design on **Cricket 2007.**

Liaised with programmers in order to create efficient methods for frontend implementation. Worked with proprietary technologies (XML-based) and Flash's APT engine.

NOVA SCOTIA COMMUNITY COLLEGE

2003–2004

Graphic Design

Accepted into program by exception. Graphic Design Diploma earned. WHMIS & OHS certificates earned. Completed two-month internship with Lefty Lucy Communications.