Sarah C Ascare

Web Designer

Paw Paw, Michigan

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smattox.com

(260) 494-4526

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Education

2014
Purdue University

Bachelor of Science
Computer Graphics Technology

Minor
Art & Design

Focus
Computer Science

Skills

Adobe Products
Ps | Ai | Xd | Dw | Id

HTML & CSS & SASS
flexbox | accessibility | pseudo classes | animation

Sitecore & AEM

JavaScript & JQuery

Github & SourceTree

Salesforce Marketing Cloud

Responsive Design

Template Design Work

Typography

Concept Work

Independent & Team Work

Semantic Markup

Design System

Experience

Digital Marketing Coordinator
- Maintain the same responsibilities as before
- Part of team to determine a new CRM system
- Researching CMS systems to fit the needs of a small team with large aspirations
- Building foundations for a future web team
- Helping the company achieve its goal of "digital first"
- Creating a design system

United Federal Credit Union
St. Joseph, MI
January 2022 - Present

Associate Digital Marketing Coordinator
- Collaborated with a team to refresh branding consistency guidelines
- Redesigning the website one page at a time with no developer support
- On a small team with many hats in an ever-changing, fast pace environment that has little over-head management
- Providing more structure, more documentation, and more knowledge about technology and opportunities available to marketing

January 2020 - January 2022

Web Designer
- Redesigned multiple sites with a responsive layout, compatible down to IE9
- Maintained site design and functionality with a web team for a heavily trafficked site
- Partially designed an iOS app: Tire Rack Garage
- Created consistency guidelines for maintaining branding
- Part of a large team of analysts, UXers, back-end developers, front-end designers, and testers that had strong project management and organization in order to build in-house project solutions

The Tire Rack, Inc.
South Bend, IN
April 2015 - January 2020

Also Familiar With

AfterEffects	Google Analytics	Yext	Print Design	App Design
Premiere Pro	Sharepoint	Project Management	Workfront	SCSS