



<https://www.linkedin.com/in/carusos>

# Sarah Arnold

*Graphic designer, web developer, go-getter*

565 320<sup>th</sup> Ave. I Grinnell, IA 50112

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Portfolio: [www.prancingdeer.com](http://www.prancingdeer.com)

## EXPERIENCE

**Prancing Deer** January 2012-Present

*Graphic Artist/Web Designer/Owner*

Grinnell, IA

- Interview clients to determine project scope and how to best reach their business goals
- Create custom designs, and illustrations that will work across a multitude of formats (digital, print, screenprint, embroidery, etc.)
- Develop and maintain company and client web presence with an emphasis on UX/UI design and accessibility
- Create wireframes to reflect front end design for digital media
- Online portfolio available at <http://www.prancingdeer.com>

**Wells Fargo** August 2018-July 2020

*Graphic Designer II/Creative Developer Consultant*

West Des Moines, IA

- Implementation team for enterprise-wide marketing automation portal
- Test, analyze, and update marketing products based on business line and enterprise user testing feedback
- Develop wireframes depicting the potential user experience
- Develop and code large and small print and email design templates that meet brand standards while working within the automated marketing portal framework
- Review and troubleshoot JavaScript, HTML5 and CSS code for issues and create solutions
- Identify potential issues with new products and create solutions

**GuideOne Insurance** April 2016-September 2017

*Web and Marketing Intern*

West Des Moines, IA

- Create external webpages utilizing SEO techniques and ADA best practices
- Utilize Google Analytics to measure site performance
- Create internal marketing/communication materials and graphics, such as table tents, email, web banners, PowerPoints and infographic posters
- Review, edit and update content for web platforms using CMS programs (WordPress)



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## **EDUCATION**

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### **DeVry University**

August 2017

*Bachelor of Science, Multimedia Design and Development*

- Summa Cum Laude graduate (4.0 GPA)
- Courses in Web Design: HTML5, CSS3, Javascript, MySQL, PHP, Canvas, Wireframing
- Courses in Graphic Design/Animation: Maya, Adobe Premiere, Photoshop, InDesign, Illustrator, Brand development

### **University of New Hampshire**

May 2006

*Associate of Applied Science, Applied Animal Science*

- Specialized in Equine Management
- Marketing Chair for annual horse show: designed branding package for printed material including show program and postcards

## **SKILLS**

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- UX/UI design
- Accessible design
- Responsive design
- Layout design
- SEO management
- ADA Compliance
- Branding/Brand Compliance
- Content Management Systems (CMS), including WordPress
- Automated marketing systems, including Marcom (w/ FusionPro), and Marketo
- Programming languages including HTML5, CSS3, JavaScript, MySQL, PHP, React
- Photo editing (Adobe Photoshop)
- Print and layout design (Adobe InDesign)
- Graphic design (Adobe Illustrator)
- Proficient with Windows and iOS operating systems
- Communication
- Creative problem solving
- Critical thinking
- Mentoring
- Team player