

SALARIED PROFESSIONAL 2015-2016
The Creative Group, Saddle Brook, NJ

DESIGN

mobile mockups for responsive Merck.com redesign, newspaper-style intranet redesign, interactive module for Comcast customer service tool, PowerPoint animations, updated branding guide and collateral, Fusar onboarding tutorial screens & social media imagery

UI/UX

annotated low and high fidelity wireframes, interactive animations to support wireframes, functional/flow audit of existing Fusar beta application

CLIENTS

Comcast, SPIgroup, Nickelfish (Endava), Fusar

USER EXPERIENCE DESIGNER 2014-2015
Cause.ly, New York NY

DESIGN

cross-device analytics, companion email, marketing site, & branding guide

UI/UX

signup flow with Facebook integration, multi-campaign analytics dashboard

DEVELOPMENT

HTML/CSS branding guide, emails, dashboard analytics display

JUNIOR DESIGNER 2012-2014
PRI, Cranbury NJ

DESIGN

trade show brochure, magazine ads, marketing collateral, infographics

UI/UX

customizable diet-tracking "scoreboard," real-time advice display, food exercise database search interface, aggregate continuing education search function, CE course & credit tracking dashboard, notification menu

DEVELOPMENT

HTML/CSS branding guide, emails, CMS content & microsites

WEB DESIGNER 2009-2011
Myron Corporation, Maywood NJ

DESIGN

ad banners, product graphics, microsites & emails, resource center microsite, online guide to submitting artwork

UI/UX

search results pages, featured product pages, visual homepage hierarchy, online holiday card ordering interface, design consistency audit to match print design materials

DEVELOPMENT

HTML/CSS pages, emails, & microsites, jQuery tabs, sliders, & product slider, FBML landing page, Wordpress blog

LEAD PROGRAMMER / INFORMATION ARCHITECT 2009
New Jersey State Museum, Trenton NJ

UI/UX

global GPS-style navigation interface, low fidelity wireframes, design consistency audit, sitemap & site hierarchy

DEVELOPMENT

Actionscript 3 application interface, interactive games

NJ FIRST ROBOTICS SENIOR MENTOR 2006-2009
FIRST, Manchester NH

DESIGN

e-newsletter, outreach print materials, web graphics, NYC/NJ FIRST brand identity

UI/UX

resource subpages, event-based microsites, standardized naming conventions for secondary navigation

DEVELOPMENT

HTML/CSS webpages, emails, interactive maps

OTHER

communication strategy for regional planning committees, online resources and personal support/communication to over 150 teams in area

SARA REFFLER

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SKILLS

LANGUAGES

HTML / CSS / LESS

Jquery

Actionscript

SOFTWARE & TOOLS

Photoshop

Illustrator

InDesign

Sketch

Omnigraffle / Balsamiq

Sublime Text

Github

Content Management Systems

Responsive Frameworks

DESIGN

UI Design

Interaction Design

Mobile UX

Data Visualization

Responsive Design

Information Architecture

Team/project management

Brand strategy

Standards-Based Development

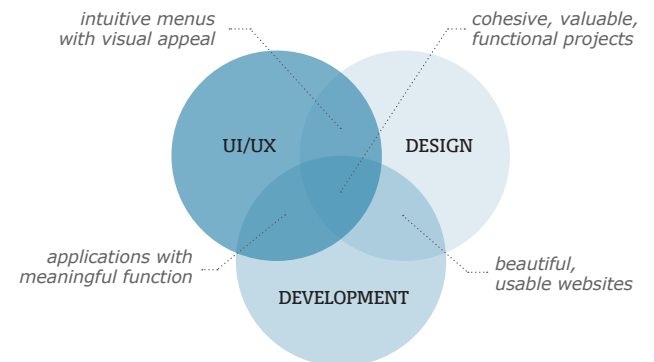
High-Fidelity Prototyping

Wireframing

Content copywriting

Rapid Lo-Fi Prototyping

EXPERTISE



EDUCATION

BFA GRAPHIC DESIGN 2013

Montclair State University, Montclair NJ

AAS DIGITAL MEDIA ARTS 2009

Web Design Concentration

Mercer County Community College, West Windsor NJ

AWARDS

FIRST ROBOTICS TEAM MERCURY

Best Website Award 2006, 2008, 2009

Entrepreneurship Award 2009, 2011

Regional Chairman's Award 2009

ALEX THE MOVIE

Information Architecture Award 2008

Popular Vote Award 2008