

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
Causely, 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

sreffler@gmail.com
609.431.0890
www.sarareffler.com

SKILLS

LANGUAGES

HTML / CSS / LESS
Jquery
Actionscript

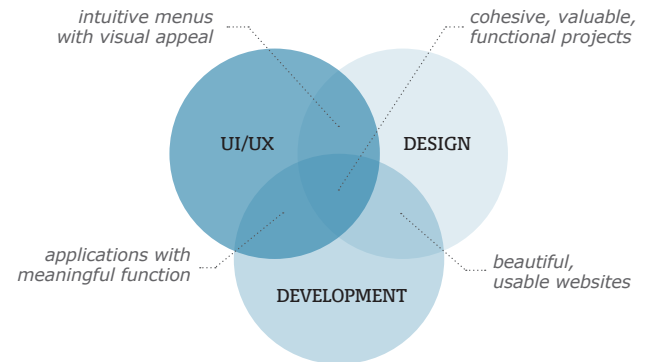
SOFTWARE & TOOLS

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