

Sara Willi

• interactive, web & graphic designer • www.swilli.design •

• EDUCATION •

2015 - 2019 • James Madison University • Bachelor of Arts in Media Arts and Design (*Interactive Design Concentration*) • Art History Minor

• SKILLS •

Design: UI/UX Design, Branding & Typography, Wire-framing, Mockups, Prototyping, Responsive Web Design, Social Media Design

AI & Emerging Tech: AI Product Design, Generative AI Tool Integration, Claude

Software: Figma, Adobe Suite (Photoshop, Illustrator, InDesign, Xd, Dreamweaver), WordPress, Salesforce Emails/Stripo, Wix, Microsoft Suite, Canva

Technical: HTML/CSS/Javascript, SEO, Google Ads

• RELEVANT EXPERIENCE •

Oct, '24 - present

Team Velocity Marketing

Senior Creative Designer

- Work on various creative pieces for company/client marketing, such as email design, social media design, sell sheets, etc.
- Design and maintain various landing pages on company and subsidiary company websites
- Redesign OfferLogix website and collateral
- Develop mockups for design team to use across the board for design pieces

June '20 - present

swilli.design

Freelance Web/Graphic Designer

- Collaborate with clients, such as Graduate Management Admission Council, Huntsman Corporation, GP3 Partners, Caliber Contact, INCATech, and Aionic Digital, obtained through Upwork and previous client referrals to understand branding needs and translate those into compelling designs
- Build, update and maintain dynamic and responsive websites optimized for user experience
- Craft visually appealing graphics and layouts for both digital and print mediums

Oct. '23 - Feb. '24

GP3 Tech

Graphic Designer

- Developed branding and wireframes for technological solutions (i.e. websites & applications)
- Designed collateral, social media content and email campaigns consistent with branding for clients such as Huntsman, Goldman Sachs, Winning for Women and campaigns in Texas

Oct. '21 - Oct. '23

Bullpen Strategy Group

Graphic Designer

- Created layout and design for social media, pitch decks, RFPs, and emails for Bullpen Strategy Group and their book of clients, including Look Ahead Strategies, British Phytomedicines Alliance and Teach Cancer a Lesson
- Designed branding guidelines, wireframes and websites for clients such as GP3 Partners

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March '21 - Oct. '21

Level 5 Advertising

Web Support Manager

- Supervised a team of 6 and developed documentation for future team members
- Managed the web support ticket system and acted as escalation branch to resolve complex issues

July '19 - March '21

Web Support Specialist

- Actively monitored, diagnosed and addressed issues for over 150 client websites
- Updated content, graphics, created new landing pages and updated features on WordPress
- Translated technical terms and solutions into non-technical terms for end-users

Nov. '19 - Feb. '20

The Ken Blanchard Companies

Visual Design Contractor

- Created visual graphics and icons for a learner centric e-learning course

May '18 - July '19

GP Strategies Corporation

Learning Experience Designer Intern

- Created innovative learning designs and solutions for a variety of Fortune 500 organizations including General Motors, Pfizer, Merck, etc.
- Built learner-centric online courses for Blessing White, GP Strategies, LVMH, and HSBC
- Developed a chatbot to support Sales Enablement within GP Strategies and a virtual reality experience of GP Strategies Global Headquarters