

SARA SHUMAN

INTERACTIVE DESIGNER

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PROFILE

- Widely recognized as a hands-on art director and user experience designer in all aspects of the design and development process, including problem definition, use-case scenarios, information architecture, wire-frames, paper prototypes as well as finished creative.
- High-caliber leadership experience in pitching and winning new business campaigns, along with overall business planning and industry product knowledge, for Fortune 500 customers in consumer-focused products and creative industries.
- Profitable development and execution of successful consumer product launches, high-impact marketing initiatives and business plans with a creative, visionary approach; ensure rapid delivery of effective creative solutions.
- Expertise in the presentation and negotiation of services and deals with top executives, professional peers, industry leaders and key decision-makers; fully familiar with all interactive media, including web, mobile, and emerging technologies.

SUN MICROSYSTEMS (2008 – present) sun.com

Senior Web Designer

Managed, Architected, and Designed projects across a spectrum of project from strategy to production. Work closely with the Brand, Marketing, Information Architecture, and Publishing teams to strategize and implement refreshes and redesigns of the Sun.com website.

- Designed and developed new, fresh ways to present products and services for Sun. Substantially increased leads and sales consistently with each redesign. Solved complex problems and increased the bottom line.
- Designed and developed dozens of microsites for Sun, including community Ning portals, multimedia channel user experiences and interfaces, iPhone channel, live streaming web events, download systems, registration, and commerce engines.
- Works with a comprehensive design system and project methodology, including website standards and a web component system that supported and extended the brand across engagements.

INTERACTIVE DESIGN SERVICES (2001 – 2008) sarashuman.com

Principal / Creative Director

I.D.S. is a boutique firm specializing in designing branded interactive user experiences. Working hand-in-hand with international multidisciplinary teams, IDS creates user experiences across platforms that vary from handheld devices, to DVDs, Set-Top Boxes, and all flavors of Internet web implementations from websites to widgets.

- Designed and developed interface designs, home pages and branded web sites for **Lexus** Automobiles (Sacchi & Sacchi), **Powerbar/Nestle**, **Lynda.com** (OIC) and **Quiksilver**.
- Designed dozens of DVD Menu and Bonus Content Titles for **Disney**.
- Developed innovative new interactive DVD games for SnapTV
- Prototyped hand held device tours for the Las Vegas Springs Preserve

GET-A-CARD (1999 – 2001)

Creative Director

Built a creative team and brand for this Internet startup that specialized in sending custom printed greeting cards. The ground-breaking ideas allowed users to create calendars, schedule delivery and print personalized signatures on cards.

- Developed Brand
- Designed all user experiences
- Managed Creative Team
- Coordinated Design-Builds with technology team.
- Managed Agency Relationships (TBWA\Chiat\Day)

HOLLYWOOD.com (1995 – 1999)

Creative Director

Directed and managed the creative team responsible for one of the most popular entertainment destination websites on the Internet.

- Designed and built four destination motion picture websites a week for several years running delivering millions of page views.
- Created branded partner sites for Advertising Agencies and Clients (Ford, Mars, etc.)
- Developed and launched 'the Golden Hitch' Trailer Awards.

THE DESIGNORY (1993 – 1995)

Production Designer / print

Collateral designer for major Automotive Accounts. Designed first World Wide Website for Porsche.

- Porsche
- Nissan
- Mercedes-Benz
- Oldsmobile
- Isuzu

PREVIOUS HISTORY

- Marketing Production, Long Beach Press Telegram.
- Marketing Production, Scan Health Plan.
- Production Designer, St. Croix TV Guide.

SKILLS

- Fully proficient in Photoshop, Illustrator, Indesign, XHTML, DHTML, CSS, and Director/Flash on PC and Macintosh platforms.
- Familiar with UNIX, Database Design, API development, AJAX, XML-RFC, PHP, Perl, and Javascript, as well as emerging platforms.

EDUCATION

- William Woods College, Fulton MO — Computer Science and Art Major, Equestrian Science Minor