

SARAH YEAGER

Digital Designer

Sarah Yeager earned her Bachelor of Fine Arts in Visual Communication Design (VCD) from Kent State University. Sarah is currently a Graphic Designer with a focus of User Interface and User Experience Design. Through strategy and design, Sarah works with clients to create impactful brand stories and exceptional digital experiences. As an avid lover of hack-a-thons and design competitions, Sarah has won awards such as "Most Aesthetically Pleasing Design" and "Most Market Ready Product" for her work on the security wearable, EmpoweRing.

CONTACT

Cuyahoga Falls, OH, USA
330.808.3999

sarahy@sarahyeagerdesign.com

PORTFOLIO

<http://sarahyeagerdesign.com>

<https://marvelapp.com/51512g7>

EDUCATION

Kent State University
Kent, Ohio | 2011-2015

Bachelor's Degree
College of Communication & Information
School of Visual Communication Design

SKILLS

Adobe Bridge, AfterEffects, Ahrefs, Avada Theme, Blogging, Commonsport, Content Writing, CSS, Digital Marketing, Drupal, Ecommerce, Facebook Advertising, Final Cut Pro, Fine Arts, HTML, Illustration, Illustrator, IMovie, Indesign, Instagram, Mailchimp, MarvelApp, Miva, Mockups, Moz, Photography, Photoshop, Pinterest Advertising, SEO, Strategy, Videography, Vlogging, Wireframes, WordPress

ACCOMPLISHMENTS

Speaker | Weapons of Mass Creation Festival 2017

Cleveland, Ohio | August 2017

I spoke at Weapons of Mass Creation Festival 8 in Cleveland Ohio. The title of my speech was "How Hackathons Built My Design Career." <https://wmcfest.com/speaker-sarah-yeager/>

EXPERIENCE

Digital Design Specialist | Proforma

Independence, Ohio | June 2017 - Current

Creates print graphics and marketing assets for a variety of clients. Designs and builds responsive emails. Took initiative to improve user experience of email designs from day one. Writes blog posts for franchise owners to share on social media. Involved in a team effort to redesign the Proforma Creative Services website.

Lead Graphic Web Designer | 216digital

Twinsburg, Ohio | August 2015 - June 2017

Redesigns websites to fit current design trends and responsive layouts. Designs in mind with users' expectations and brand goals. Tailors a user experience design for ease of use, readability, legibility, and guided conversions. Designs and develops full website designs via Wordpress. Experienced in designing for eCommerce via Photoshop mockups. Discuss clients' design needs, helps writing proposals, and makes sure clients stay within proposal. Shoot & edit product photography for eCommerce clients.

Creates information graphics for digital content and blogs. Designs graphics for social media ads, PPC ads, and affiliate marketing ads. Brainstorms topics and headlines for content writers. Proofreads digital content and publishes on Wordpress blogs. Performs outreach for articles and information graphics on blogs. Has knowledge of best practices for on-site and off-site SEO, link-building, and content writing. Manages largest client's social media account strategy and paid advertising through Facebook and Pinterest. Manages, designs, and creates strategy for email marketing with MailChimp.

Co-Owner & Designer | GameHatter

Kent, Ohio | July 2015 - January 2016

Works amongst team of three (developer, designer, marketer). Leads development of GameHatter's brand visual assets and presence. Designs and tests multiple user interface layouts & colors for the MVP (Minimum Viable Product). Brainstorms & develops marketing initiatives and assets.

Web & Creative Assistant | Kent State University

Kent, Ohio | July 2013 - May 2015

Participated in Kent State University's website redesign from day one. Engaged in hands-on research, observed high school focus groups and performed usability tests. Designed customer-focused infographic icons that appear on many of Kent State's pages. Worked with CommonSpot and Drupal content management systems to migrate the KSU website. Proofread and published homepage success stories.

Co-Owner & Web Designer | Textbookly

Kent, Ohio | January 2013 - August 2015

Redesigned Textbookly website to support ease of use and simple user end goals. Created memorable branding that could appeal to main demographic market. Built marketing campaigns and interacted via social media.