

Sarah Randle

Graphic and Web Designer

Seven years of professional experience in fast-paced production environments designing for both digital and print.

Dedicated to developing creative solutions to clients' needs, reaching their goals, and exceeding their expectations.

Summary of Skills

Graphic Design

- Photo Editing
- Digital Illustration
- Image Optimization
- Typography
- Page Layout Design
- Mailing Specifications

Prepress

- Press Specifications
- Digital and Offset
- Variable Data
- Impositioning
- RIP Software
- Plate Making
- Binding Methods
- Finishing Methods

Web Design

- Website Design
- Website Administration
- Content Development
- CPanel
- HTML / XHTML
- CSS
- JavaScript and JQuery
- WordPress & Other CMSes
- SEO
- Web Analytics

Software

- Photoshop
- Illustrator
- InDesign
- Flash
- Acrobat with Quite Imposing & PitStop
- FTP
- MS Office

Platforms

Operating Systems:

Windows, Macintosh

Server:

Windows, Linux

Contact



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srandle.net



/sarahrandle

Graphic Artist at C² Technologies

Dyess Air Force Base, Abilene, TX

November 2013 - June 2014

- Served as point of contact for Site Manager, Courseware Manager, Subject Matter Experts, Education Technologists, and Computer Based Training Specialists to conceptualize and produce highly defined graphics, designs, animations, and page layouts optimized for a variety of delivery methods (Print, Electronic Lessons, Lecture Slides, and Video) for use in educational material for the only B-1 Academic Training Schoolhouse in the United States Air Force

Graphic Designer and Layout Artist at Highland Lakes News

Marble Falls, TX

June 2012 - November 2013

- Designed page layouts for quality, consistency, accuracy, and compliance with templates for 4 weekly publications; Organized and managed advertising included in layouts; Design and layout of special sections and publications
- Created, modified, and recreated advertisements for a variety of clients
- Formatted and uploaded publications for digital distribution and archival storage
- Posted news stories, designing banner ads, and performing layout adjustments to the Highlander News websites

Achievements:

- 1st Place, Advertising Category (Division 4, Semiweeklies) in the Texas Press Association's 2013 Texas Better Newspaper Contest
- Reorganized the advertising insertion order organization and implemented a digital tracking system, significantly increasing efficiency and reducing errors
- Devised a solution to standardize typographic styles and asset libraries across the entire graphics department, ensuring stylistic consistency and reducing errors

Graphic and Web Designer at Action Printing

Lubbock, TX

August 2008 - June 2012

- Print Design: created, modified, and recreated print pieces such as logos, corporate identity packages, advertisements, books, newsletters, direct mail pieces, booklets, and brochures
- Web Design: created, modified, and updated websites, created personalized URLs (PURLs) and their accompanying landing webpages, designed e-mail newsletters and marketing campaigns, performed search engine optimization and pay-per-click advertising, coordinated domain registrations, DNS changes, and registrar transfers
- Managed and created templates for an online web-to-print ordering system
- Recorded video tutorials and wrote help documentation for clients, as well as provided troubleshooting and support for clients via e-mail, phone, live chat, and web conferencing
- Maintained social media presence (Blog, Facebook, and Twitter)

Achievements:

- Redesigned and developed new content for Action Printing's website, doubling traffic within a year
- Wrote and proofread many of Action Printing's publications and communications including the company newsletter, "canned" e-mail responses, and the essays for our winning entry in the 2009 "Business of the Year" competition sponsored by the U.S. Chamber of Commerce
- Developed the "Refer-a-Friend" program, a cross-media promotional campaign, which produced a 15% increase in new clients over a year

Education

Bachelor of Art, Multimedia and Graphic Design

McMurry University, Abilene, TX

2004 - 2008

Completion of Over 50 Hours of Software and Professional Tutorials at Lynda.com

Topics Include: Productivity, Design, Typography, Print Production, Illustration, Image Optimization, Programming



American Institute of Graphic Arts Member
2013 - Present