

Sarah Rassoul

About

Goals

- Create integrated systems and experiences that are intuitive and enticing
- Develop creative campaigns to drive user engagement across platforms and media
- Ensure accessibility for users with disabilities through thoughtful coding, content, and design

Interests

Data visualization ◦ Visual narrative ◦ Animation ◦ 3D modeling

Technical

Web

Proficient

HTML5 ◦ CSS3
JavaScript
WAI-ARIA
Responsive design
Bootstrap
Pixel Perfect
UI & UX design
UX research
SEO Microdata
Analytics

Foundation

WordPress
AJAX

Programming

Foundation

Java
JSP
NoSQL
(MongoDB)
MySQL

Familiar

PHP
Node.js
Handlebars.js

Art & Design

Proficient

Photoshop
Illustrator
InDesign

Foundation

Blender

Familiar

After Effects
Dimension

Marketing

Proficient

Social Media
Hootsuite
MailChimp
Survey Monkey
Shopwindow
iContact

Office

Proficient

Word
PowerPoint

Foundation

Excel

Professional

Sole Proprietor

Sarah Susan Designs, Ann Arbor, MI

08/18-present

Forging solutions to improve SEO, strengthen branding, and increase market visibility through research, creative content, and data-driven strategies.

- Save clients money with competitive analyses, site reviews, and accessibility inspections
- Ensure efficient design processes with wireframes, storyboards, mockups, and prototypes
- Construct custom-coded, lightweight, and user-centered interfaces
- Drive web traffic through high-quality, relevant, and accessible content-writing and editing
- Engage audiences with attractive illustrations, designs, data visualizations, infographics, logos, brochures, billboards, and mailings
- Expand brand interactions through social media strategy, content, and management
- Achieved a perfect score in Google SEO audit of a client website



Sarah Rassoul

Communications and Marketing Manager

Catholic Social Services of Washtenaw, Ann Arbor, MI

02/17-10/18

Increased charitable donations and public engagement with the agency by strategically designing and managing communications conduits.

- Drove an estimated 25% increase in website traffic through cross-platform campaigns
- Improved outreach efforts for agency's subsidiary programs through high-quality written and visual content, including newsletters, flyers, event invitations, billboards, bus posters, brochures, website articles, social media posts, and e-blasts
- Connected the agency with news outlets by drafting and publishing all press releases
- Strengthened relations with partners by promoting their brands on digital and print platforms
- Increased social media engagement by creating eye-catching graphics for posts
- Ensured the organization's adherence to agency's branding requirements
- Increased user trust with prompt responses to online inquiries and comments
- Dramatically improved agency's access to marketing outcomes and conversions by creating monthly reports with comprehensive analytics data from all digital outputs

Web Application Interface Designer and Usability Specialist

Wayne State University, Detroit, MI

05/17-5/18

Increased both the usability and visibility of projects in development at the CInDI (Computational Intelligence and Design Informatics) lab of the Department of Industrial and Systems Engineering.

- Developed storyboards, designed the interface, and coded the front-end of CInDI's VRWP (Virtually Guided RSW Weldability Prediction) web application
- Worked with CInDI developers to adjust and coordinate front-end code with existent data structures and Java functions
- Increased CInDI's market visibility by developing their brand identity, including logos, PowerPoint templates, and website
- Designed and coded the CInDI website
- Created technical illustrations and infographics to help market CInDI to corporate funders, potential customers, and the general public

Education

Certificate of Web Design and Development

Washtenaw Community College, High Honors, GPA 4.0

Master of Fine Arts & Bachelor of Fine Arts, Painting

Eastern Michigan University, Magna Cum Laude

Portfolio

sarahrassoul.com

