
Work History

Visual Designer, Hoover's, Inc. – December 2004 to Present

Working as one of three Visual Designers on a small, in-house Creative Services team within this mid-sized, B2B-focused business. My responsibilities include:

- Maintaining the Hoover's brand through its many projects, including the corporate Web site, satellite sites, and several small Web, print, Flash, and e-mail projects.
- Working closely with an interface designer and Web producer on large, strategic initiatives with multiple stakeholders.
- Keeping close relationships with in-house clients such as the Marketing, Advertising Operations, and Product teams.
- Staying true to Web standards, creating sites with a CSS-based layout.
- Maintaining vendor relationships with all regular print vendors. Working closely with contractors to ensure their understanding of Hoover's products and procedures.
- Keeping the many design projects as organized as possible between the three designers as well as other people on the team. Organizing a folder of design templates that can be used by anyone on the team as needed.

Freelance Designer – May 2004 to Present

- Managing my freelance design work that includes such duties as finding new clients and keeping relationships with current and past clients, writing proposals and contracts, as well as keeping up with expenses.
- Designing numerous Web sites with various purposes as well as Flash animations and banner ad campaigns for small businesses and organizations.
- Creating technical illustrations using Freehand and Flash.
- Creating search engine marketing campaigns for various clients, including the University of Texas School of Law and Motion Computing.

Web Designer, Public Strategies, Inc. – June 2000 to May 2004

Worked as the only Web Designer on a seven-person marketing team within this mid-sized corporate consulting firm. Worked for local, national, and international clients where my responsibilities included:

- Designing over 90 Web sites from concept to completion, as well as corresponding online communications (e-mail newsletters, banner ads).
- Completing entire projects in as little as 6 hours, working closely with clients, copywriters and account executives.
- Designing for all target audiences: from sites tailored for users with special needs to those designed in Flash for a sophisticated audience.
- Designing all sites with a strong emphasis on search engine optimization techniques.
- Managing the overhaul of the architecture and design of the Intranet site, used by up to 200 employees daily, maintaining all additions and changes throughout.
- Training account executives how to use Web management software and demonstrating how design and marketing for the Web is different than print.

Web Designer and Search Engine Strategist, Embedded Power Corporation – February 2000 to May 2000

- Worked on the three-person, client-side marketing team as the Web strategist for this highly technical company employing over thirty people.
- Improved the design of the existing site, tailoring it to the engineering audience.
- Formulated the content architecture and design of the company Intranet.
- Marketed product-specific pages to search engines using organic techniques.

Sarah Rehm

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Work History (cont.)

Web Designer, Lucid Interactive Design – September 1999 to February 2000

- Worked as a Web Designer for this small Web design shop while I attended school.
- Designed sites for local businesses.

Web Design Intern, Carnivore Dot Net – May 1999 to August 1999

- Hired by this two-person run Web design company focusing on small and edgy sites to design company Web site as well as two client sites for local businesses.

Technical Knowledge

Programs: Photoshop, Illustrator, InDesign, Dreamweaver, Flash, ImageReady, Fireworks, Acrobat, HomeSite, Microsoft Office, FTP

Languages: Strong HTML & CSS knowledge, Workable JavaScript & Actionscript knowledge

Platforms: Equally strong using a PC and a Mac.

Special Training/Activities

Participated in the Accessibility Internet Rally (AIR-Austin) in 2000, 2005, 2006, and 2007 playing an integral part of the 1st place site in 2006 and 2nd place site in 2007. Received training in Web accessibility skills from recognized experts and implemented the training by designing an accessible Web site for local nonprofits.

Gave guest lectures about search engines and search engine marketing for the Interactive Advertising Program at the University of Texas at Austin in 2003, 2004.

Attended the Search Engine Strategies Conference & Expo in Chicago, December 2003.

The University of Texas at Austin

3.4 GPA

Bachelor of Science Degree in Interactive Advertising completed May 2000
Coursework included: Advertising and the Internet, Advertising Campaigns, Integrated Marketing Communications, Advertising Management and Media Planning

REFERENCES AVAILABLE UPON REQUEST