

SARAH CONNER
WEB DESIGNER / WEB DEVELOPER
Chicago, IL 312-213-3794
sarah@sarahconner.com

SUMMARY: A web professional with over 7 years of experience and a versatile range of skills, able to manage full life-cycle web projects from wire framing and front-end design to backend integration including server-side scripting and database development. My goals are to broaden and further my expertise in web design technologies and continue to challenge myself in a position that employs the full range of my abilities, including my background in art and design as well as my skills in programming and database integration.

SKILLS: HTML, ASP, CSS, XHTML, VBscript, T-SQL (Enterprise Manager, Query Analyzer, Stored Procedures, Views), DHTML, XML, XSLT, Yellowbrix, RSS, BBEdit, Homesite, Dreamweaver, Flash, Photoshop, Illustrator, Quark, Webtrends 6 and 7, SEO, Keyword Index, URL Rewrite, Visual Studio .NET 2003 (ASP & VB), Adobe Premier

EXPERIENCE:

12/03 to present: Web Designer / Developer, **Interest.com**, Villa Park, IL

One of the largest mortgage information websites, with more than 1 million unique visitors per month, educates and connects consumers and lenders

- Participated in the design, development and maintenance of company websites across a development environment on 2 servers: interest.com (6 channels of content); mobile.interest.com; 170+ cobranded websites like chicagotribune.interest.com and latimes.interest.com; a lead model: mortgages.interest.com/content/mortgagerates/; an OSX Dashboard Widget that was an Apple Featured Widget
- Helped to develop and design client websites, including client-enabled backoffice systems for D & B Advertising, the advertising and PR division of the company: kbcinc.com, remington-homes.com
- Created thinkmmis.com, a website for Mortgage Market Information Services, the print division of the company
- Helped create company intranet and developed web based intranet applications in the interest of workflow and establishing a paperless environment: a job and client tracking system for D & B; bi-weekly timesheet system; an admin tool for managing implementation of Falk ads; a lead management tool for lenders; content management for our Editorial Department
- Configured and maintained company blog: mortgage.interest.com/blog/

10/02 to 12/03: Web Designer, **General Growth Properties**, Chicago, IL

Real Estate Management Company specializing in shopping mall and retail properties.

- Designed and implemented online event promotions for the company and associated properties and retailers.
- Created Email campaigns to support Customer Retention programs
- Created internal web based campaign to promote the CRM Marketing Department

12/00-2/02: Senior Designer, **cyberPIXIE, Inc.**, Chicago, IL

Wireless Technology Firm.

- Design of company's printed marketing and identity materials and maintenance of company web site
- Interface design and support materials for product deliverables, such as customized client web portals
- Spearheaded design of packaging solution for software product
- Enhanced company trade-show presence by designing booth configurations and printed materials
- Supported the company's marketing efforts by creating information graphics, brochures, and demonstrations of the company's services.

SARAH CONNER
WEB DESIGNER / WEB DEVELOPER
Chicago, IL 312-213-3794
sarah@sarahconner.com

1998 - 2000: Co-Founder and Chief Creative Officer, **Nomadic, Inc.**, Chicago, IL
Web Design and Development Company

- Headed the design function of the organization.
- Created marketing materials and led the design effort in every client project undertaken by the company.
- Directed contract designers and producers in the management of web design projects.
- Was responsible for creating and producing original and dynamic web design solutions for our clients, including Villa Kula Tea; Steven Gross Photography; Sharon Roffman, violinist; National Organization for Women Chicago Chapter; My Word a Day opt-in daily email vocabulary word service; Tesar-Reynes management recruiting firm

4/98-3/99: Web Designer, **First USA**, Wilmington DE:
International Credit Card Company

- Created original web design for internet presence and intranet
- Designed and developed several intranet projects including a campaign to promote the First USA Graphics Center.
- Created a promotional CD-ROM to be distributed to potential partners.
- Created a CD-ROM presentation of the Company Report.
- Created short-term "mini-sites" to launch new products in conjunction with First USA partners, such as Coca-Cola; Save The Children Foundation; National Geographic; Disney; E*Trade

2/98-3/98: Web Designer, **AnswerThink Consulting Group**, Conshohocken, PA:
Technology consulting firm

- Created and implemented original design for intranet.

6/97 - present: miscellaneous freelance graphic and web design work

EDUCATION:

MFA in Printmaking, Cranbrook Academy of Art, Bloomfield Hills, MI
BA in Art Theory and Practice, Northwestern University, Evanston, IL

HONORS, ACTIVITIES AND PROGRAMS:

Carson Workshops Professional CSS XHTML Techniques by Eric Meyer
Certificate: Querying Microsoft SQL Server 2000 with Transact-SQL
Certificate: Developing XML Web Services using ASP.NET
Certificate: Developing Microsoft ASP.NET Web Applications Using Visual Studio.NET
Honorable Mention in Coudal Partners "Crash Test Ballet II" Video Editing Competition
Salem College, 2000: Guest Lecturer and Visiting Artist: The Fundamentals of Web Design
Beaver College, 1999: Guest Lecturer and Visiting Artist: The Process of Photo-Lithography
Merit Scholarship Grant for the 2nd year of my MFA program at Cranbrook Academy of Art
Art work appeared in September 1996 issue of *Harper's Magazine*
Art work is on permanent display in the collection of the Neo-Futurarium, Chicago, IL