SARAH KRUKAR

sarahkrukar.com

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Full Stack Design Consultant

JAN 2017 - PRESENT

Utilizing my diverse experience and market knowledge I help companies establish or improve their branding and digital presence. This includes creating or redesigning items such as - logos, marketing materials, user flows, design systems, prototypes, live sites and much more.

NOTABLE CLIENTS

Charcot-Marie-Tooth Association

- Studied site analytics and created user flows to simplify the current navigation

- Created a design system in Figma based on current branding, while also suggesting changes based on accessibility and consistency

- Wireframed the homepage and essential pages established by the user flow

- Built suggested navigation in Figma, then created prototypes based off the wireframes using the design system

Duluth Trading Company

- Collaborated with designers, merchants, copywriters, and art directors across multiple brands to create engaging content for email, web, and social channels

- Managed and trained freelance partners assisting the digital design team

Green Meadows Petting Farm

- Established branding, created marketing materials, and updated website

- Implemented online ticket sales and streamlined the online reservation process

- Managed, trained, scheduled, and ran payroll for 20+ employees

- Ran the businesses bookkeeping and made sure taxes and bills were paid

- Analyzed profits and losses and created budgets to guide new owners

FIGMA, ILLUSTRATOR, PHOTOSHOP, HTML, CSS, BOOTSTRAP, SQUARESPACE, GOOGLE ANALYTICS

SARAH KRUKAR

Carroll University // 2016
Bachelor of Science in Graphic Communication
Design Emphasis & Business Marketing Minor

User Experience Designer // Quad

MAY 2021 – JAN 2022

- Assisted several product teams to optimize their client's experience by defining the problem and working through solutions in the form of research, mockups, and prototypes

Created an easy to use design system to encourage consistency throughout applications:

- Assessed many Quad applications in different stages of life to find consistency and deviations from each other, as well as researching best practices to compare to industry standards
- Built styles and components of the system in Figma to expedite mock/prototype creation
- Worked with developers to build out an easy to access package to streamline development

Senior Web Designer // Healthy Directions

MAR 2019 – JAN 2020

- Conceptualized and built landing pages, banners, emails, and content for product pages
- Acted as a consultant on UI/UX, functionality, and visual direction
- Used research and experience to make recommendations for better customer experiences
- Achieved company initiatives by working across channels and creating testing suggestions

Graphic Designer // Follett School Solutions

NOV 2018 – MAR 2019

- Designed and developed engaging assets for new and existing products
- Utilized brand guidelines to suggest and create more advanced and modern web content

Associate Web Designer // Jockey International

MAY 2016 – OCT 2018

- Created digital assets across a full range of screen sizes and digital touchpoints, including: site updates, landing pages, banners, emails, wholesale assets, and social media assets
- Delivered consistent and/or complimentary experiences across all digital channels
- Produced testing options for site and email design work