Sarah Coleman

Providing agile website development and milestone creative.

SUMMARY

Sarah Coleman is a front-end web developer and visual communications professional. Coleman operates Calibrate Design LLC, which serves organizations including the National Center for Supercomputing Applications and the University of Illinois (UIUC). Coleman delivers user-centered experiences with Gestalt-driven websites and enhances product value using lean, agile *(or iterative)* approaches. Skilled in client and staff communication, collaboration, quality assurance, and inventive technical solutions. Coleman is certified in enterprise design-thinking by IBM and an alumni member of AIGA.

SKILLS & EXPERTISE

- Agile Project Management
- BPA Task Leadership
- Creative Direction
- Content Management Systems (Drupal, WordPress)
- CSS3, HTML5, JavaScript
- Designer Staff Management
- Enterprise Design Thinking
- Front-End Website Development
- Gestalt Design Method
- Motion Vector Graphics
- SOP Authoring
- 508 / ADA Access Compliance

PROFESSIONAL EXPERIENCE

Contract Front-End Web Developer

Calibrate Design LLC, Champaign Illinois   6/2020 - Present

Current front-end developer of multiple responsive web applications for the University of Illinois' $55.2M program, the National Center for Supercomputing Applications. The most recent website published is NCSA's [Delta](), and two additional sites are in staging. Serving clients and SMEs across various industries with lean UX management, dynamic creative, and website development.

- Production of multiple websites to 25+ satisfied clients and SMEs.
- Training NCSA's Creative Services team on WordPress best practices.
- Security protocol encryption (HTTPS), file transfer protocol (FTP), and search optimization (SEO).

Lead Visual Designer (GS-13)

U.S. Small Business Administration (SBA), Washington, D.C.   4/2015 - 12/2019

Coordinating dynamic user experience toward program offices, extending regions, and nationwide. High-quality designs and brand-compliant collateral for customers while internally strengthening agency communications. Streamlining SBA's new style guidelines across all channels and online publications. Task leader of multimedia BPA's. Developed technical RFQs, reviewed and rated proposals.

- Collaborated and led a small in-house design team.
- Monitoring of SBA.gov's agile UX and website production (React JS), a third party project.
- Authored an RFQ comparison report for computing that granted the winning bid.
- Federally 508/ADA compliance trained to implement accessibility standards.

CREATIVE DIRECTOR

DSPolitical, Washington, D.C.   9/2013 – 2/2015

Coleman's first intent was to expand DSPolitical's presence digitally nationwide. When client-facing, Coleman worked on high-profile web pages like Senator Tim Kaine's donation site. Coleman produced multiple splash webpages, animated videos, infographics, and optimized digital multimedia. Incoming creative from campaign partnerships was audited for quality control toward optimization, design, and technical enhancement before airing. These technical specs cohesively listed requirements like formatting, file sizes, dimensions, on-click code snippets, and up-to-date IAB standards.

- Launched flagship services utilized by over 140 client campaigns, including websites.
- In 2014 Coleman and her colleagues doubled ad revenue by more than $1M.
- Authored proprietary company spec and optimization guides.

WEB DESIGNER

Department of Environmental Protection Tallahassee, Florida   8/2011 – 11/2012

In 2011 Coleman accepted a role as a website designer for the Florida Department of Environmental Protection (DEP). Coleman helped operate the Florida State Parks website and floridadep.gov in coordination with another colleague and webmaster. The coding languages used are CSS, HTML, CFM, and limited JQuery. CFM is a deprecated language for a content management system called ColdFusion.

- Coordinated website projects across multiple offices.
- Learned a new proprietary coding language in this role (CFML).
- Sites and static materials were required to be 508/ADA compliant.

CERTIFICATIONS

Animation Principles: School of Motion, Oct-Dec 2022
Enterprise Design-Thinking: IBM, June 2020
Visualizing Data: Georgetown University, Sept. 2015

EDUCATION

Digital Media Communications: University of the District of Columbia, 2014
Maintained the honor roll.
Web Design Technology (AS): TCC Tallahassee Florida, 2011
Tutored students learning Adobe software.

ORGANIZATIONS

Member of the Chicago Advertising Federation (CAF)
Alumni member of the American Institute of Graphic Arts (AIGA)