

SARA M. CALLAHAN

11215 GEORGIA AVENUE, APT. 1706 | WHEATON, MD 20902

EXPERIENCE

Front End Web Developer and Designer

NGPVAN / EveryAction - Washington, DC ;

November 2017–Present

- Develop and design Drupal 8 (mobile-first/responsive) custom themes and websites; including complex logic mapping and unique functionality. Setup site that allow for EveryAction tool integration. Test and modify modules to enable client requested site features.
- Enhance the functionality and aesthetic of EveryAction themes and forms while staying informed of newest product features. Provide UX feedback to product team.
- Provide a portfolio of progressive clients each with project consultation, wireframe/mockup/UX design, best practices advice, project management, digital training, ongoing support and site maintenance.
- Manage the full lifecycle of websites from migration, creation, publishing, securing, updating, troubleshooting and decommissioning.

Senior Front End Web Designer and Developer

Service Employees International Union (SEIU) - Washington, DC;

June 2012–October 2017

- Held lead role designing, developing, troubleshooting and strategizing (wireframing, UX mapped) for SEIU International as well as SEIU Locals and online campaign properties utilizing Wordpress, Drupal, Joomla, Movable Type, Craft, Squarespace, Weebly and Nationbuilder.
- Executed expert level Wordpress installation (for stand alone and cluster sites), theme customizing, site & database migrating, troubleshooting/updating and script conflict resolving, implementing SEO and accessibility, training and writing user guides.
- Designed and built complex forms (including features: hand-coded live validation and input autocomplete), online tools (such as interactive maps and pre-populated Tweet generators) and emails (using Craft, MailChimp and Blue State Digital).
- Created shares and graphics for a wide range of social media platforms, sites, emails and mobile devices.

Senior Graphic Designer

Service Employees International Union (SEIU) Washington, DC;

December 2007–2012

- Managed and serviced SEIU Local and International client's complete print/multimedia design needs.
- Utilized Adobe Creative Suite, Motion and Microsoft Office to design and track production of a full array of materials (such as: reports, flyers, banners, logos, apparel designs, promotional materials, advertisements, animations, presentations, posters, invitations, conference room design, maps and illustrations)

- Adhered to union-wide quality standards and technical production guidelines. Assisted in training SEIU local union and international staff and offered advice on best design and branding practices.

Contract Graphic Designer

American College of Preventive Medicine; Washington, DC;

July 2007–2008

- Custom Designed: Created brochures, conference booklets, advertisements, postcards and logos.
- Assisted with a variety of corporate identity pieces, completed magazine advertisement designs, performed research on human trafficking and editing of marketing materials.

Creative Director

Families ONLY Publishing and Marketing, Bethesda, MD;

September 2005–2007

- Custom Designed and Managed: Developed creative concepts, constructed advertisements and magazine layouts. Custom designed logos, booklets, brochures, media kits, self-promotional materials and other company branding materials. Contributed to the update and re-design of the company's website.
- Workflow Organization: Oversaw staff workflow including editor, sales representatives, designer, photographer, staff writer, and printers. Tracked the efficiency of most production processes.
- Client Relations: Listened and advised clients on branding and advertisement design.

Graphic Design Director

Atlantic Direct Marketing/Valpak of Maryland, Rockville, MD;

August 2003–2005

- Custom Designed and Managed: Drafted concepts and designed printed materials.
- Established corporate identity/branding and enhancement. Regularly selected and purchased stock photography for company use. Client range included service, retail, educational, and fitness industries.
- Managed client and printer relations: Developed and maintained positive and professional relationships with clients. Managed print job workflow including scheduling, proofing, pricing, and execution.
- Administrative Responsibilities: Generated ad and font archives, maintained hardware and software.

Graphic Designer

The Capital Newspaper, Annapolis, MD;

January 2003–August 2003

- Designed retail and classified advertisements, flyer and group page designs, selected and adjusted digital images. Proofread advertisements created by other members of the design department.

VOLUNTEER WORK

Hillary Clinton Presidential Campaign

Northern Virginia;

September–November 2016

- Supported the campaign by phone-banking and canvassing in a battleground state and won.

Web & Graphic Designer

#BlackLivesMatter;

June 2015–July 2016

- Designed campaign social media shares, stickers and logos to support the #BlackLivesMatter

movement (#VidasNegasImportan).

Barack Obama Presidential Campaign (2-Term, 2008 and 2012 Volunteer)

Colorado and Northern Virginia;

September–November, 2007 and 2011

- Devoted full-time hours to phone banking and canvassing in a battleground state and won.

Graphic Designer

DC Rape Crisis Center Washington, DC;

September 2008–November 2008

- Created and maintained the layout of their seasonal newsletter.

Graphic Design Intern

Free the Slaves Washington, DC;

August 2001–December 2002

- Assisted with a variety of corporate identity pieces, completed magazine advertisement designs, performed research on human trafficking and editing of marketing materials.

EDUCATION

Marymount University; B.A. in Graphic Design Arlington, VA;

Graduated December 2002

MU Student Leader Award; Delta Epsilon Sigma National Honors Society

TECHNICAL SKILLS

Adobe Creative Suite (InDesign, Photoshop, Illustrator, Dreamweaver and Acrobat); Microsoft Office; WordPres; Drupal; Composer; Movable Type; Joomla; Bootstrap; EveryAction; Blue State Digital; NationBuilder; MailChimp; Text Wrangler; Sublime; Coda; GIT/Gitbox/Bitbucket; HTML; CSS/Sass; Javascript; Twig; XML; PHP editing; Sketch; Invision; 503 Web Accessibility; SEO; Motion; Asana, JobTraq, Slack and Jira