

Sarah London Semark

LGDC

A creative and versatile graphic designer with five years of varied experience. Capable of collaborating with others' visions and delivering work within an established budget and timeframe. Proficient and versatile in all aspects of web design & development.

Experience

Graphic Designer, WICKER EMPORIUM (CONTRACT)

May '08–present, Halifax NS

- × Work directly with the Marketing Director to develop the entirety of the company's advertising, signage, and web requirements
- × Create materials making use of the brand's pre-established guidelines while maintaining visual interest

Owner, TRIGGERS & SPARKS GRAPHIC DESIGN

September '05–present, Lunenburg & Halifax NS

- × Work directly with clients in order to develop custom solutions.
- × Deliver final projects under budget and within an established timeframe
- × Establish branding and identity suited to clients' business needs. Maintain a standard visual look and feel across various media.
- × Develop standards-compliant static, dynamic, and Flash websites.
- × Design custom CMSes tailored to clients' needs.
- × Liase with print houses to ensure perfect output of printed pieces.
- × Provide technical support and maintenance service.
- × Produce other services such as photography, brochures, copywriting, illustration, Flash animations, advertisements, CD covers, placards, invitations, resumes, and other products.

Selected clients include: Alliance for Community Trees, Arctic Inuit Art, Atlantic Gateway Alliance, Atlantic Sojourn B&B, Auberge Walker Inn, BusStop Theatre, Canadian Transportation Agency, Claussen Walters, Comfort & Joy, COPAN Offshore, Inc., Courage to Act, Digital Edge Productions, Eleven Eleven Properties, Fernwood Publishing, Folk Harbour Society, Glooscap Apples, Ideal-Bikes, Inside-Out Cleaning Services, Indian Garden Farms, Kannis Pet Food, Kingsburg Coastal Conservancy, Kisserup International Trade Roots, Nova Scotia Liberal Party, One-on-one Coaching, Orbit Books, Quilts by the Sea, Rum Runner Inn, Smuggler's Cove Inn, and StreakFree Canada, among many others individuals & companies, both locally and internationally.

Graphic Artist, HB STUDIOS

May '05–February '07, Lunenburg NS

- × Designed and implemented GUIs for various gaming platforms.
- × Worked within a three-person graphic design team on Rugby 2006.
- × Took sole responsibility for all frontend design on Cricket 2007.
- × Liased with programmers in order to create efficient methods for frontend implementation.
- × Worked with proprietary technologies (XML-based) and Flash's APT engine.

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Experience (cont'd)

Intern, LEFTY LUCY COMMUNICATIONS

May '04–July '04, Halifax NS

- × Working under art direction, produced websites for the Pro-Choice Action Network, Mark Laking Photography, and the Steeleworthy Wedding.
- × Designed a layout for a small-run publication.

Various Freelance Work

September '03–September '05

- × Collaborated on logo project for HRM's Youth Strategy group.
- × Produced poster, website templates, and logo design for Artists' Pool.
- × Designed a program layout for Gilbert & Sullivan Society production.
- × Produced a website for Youth in Action.

Webmaster, PYRAMID SOLUTIONS

Summer '99, Ottawa ON

- × Redesigned & restructured corporate website in keeping with client's demands.

Affiliations & Memberships

- × Licentiate, portfolio-reviewed member of the Society of Graphic Designers of Canada (GDC)
- × Centre for Women in Business
- × Business Breakfast Club (Treasurer)

Qualifications

Photoshop	(X)HTML	Adept at web work
Illustrator	CSS	
Dreamweaver	PHP	Solid knowledge of prepress & preflight techniques
Fireworks	MySQL	
Flash	Actionscript	
InDesign	Javascript	
Quark Office	Ruby on Rails	Comfortable in Mac or PC environment.
	AJAX	
	XML	
	RSS	
	various plugins	
	SEO techniques	
	ONIX feeds	

Education

Graphic Design, NSCC

September '03–June '04, Halifax NS

- × Accepted into program by exception.
- × Graphic Design Diploma earned.
- × WHMIS & OHS certificates earned

Foundation Year, UNIVERSITY OF KING'S COLLEGE

September '02–June '03, Halifax NS

- × received entrance scholarship
- × maintained 3.0 GPA
- × studied a wide range of classical texts encompassing a wide-ranging study of philosophy and literature



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