

Sara I. Shuman

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WORK EXPERIENCE

Creative Director / E-commerce Design

getacard.com, Los Angeles, California (Oct. 1999 - April 2001)

Information architecture, e-commerce user experience, production schedules and development strategies for getacard.com

Responsibilities include:

- Define, develop and execute all creative projects, from concept through production and programming.
- Maintain consistency and style of all work throughout the site. Build and maintain UI specifications and guidelines.
- Supervise workflow of all creative projects, from interactive web development to marketing print collateral.

Creative Director / Interactive Design

Hollywood.com, Santa Monica, California (July 1996 - Oct. 1999)

Information architecture, interface design, user experience, art direction, design and development strategies for Hollywood.com

Responsibilities include:

- Define, develop and execute all creative projects, from concept through production & programming.
- Maintain consistency and style of all work throughout the site. Build and maintain UI specifications and guidelines.
- Strong emphasis on maintaining a casual, fun, energetic work environment.

Computer Production Designer / Graphic Design

The Designory, Inc., Long Beach, California (July 1995 - July 1996)

Graphic design, layout, production, HTML coding and systems administration for the Porsche, Mitsu, Isuzu and Oldsmobile teams.

Responsibilities include:

- Computer design and layout for the full-line auto brochures, posters, POS materials and other printed collateral.
- Design and coding the Isuzu Compuserve site and assisting the New Media department in developing the Porsche web site, systems administration, file management, updating software and all-around technology "problem solver".

Graphic Designer / Print

The Press-Telegram, Long Beach, California (March 1993 - July 1995)

Art direction, graphic design and print coordination for the Marketing department.

Responsibilities include:

- Design special advertising sections, in-paper promos, billboards, posters, bus kings, sales brochures and flyers.
- Planning and organization of marketing events, as well as implementation of new technology (i.e., software and interactive technology).

Art Director / Print

Caribbean Impressions, St. Croix, U.S. Virgin Islands (January 1985 - October 1990)

Produced a 40-page weekly community newspaper and TV guide from concept to completion.

Responsibilities include:

- Ad design, coordination of press runs, ad scheduling, composing, typesetting and layout of camera ready artwork using digital desktop publishing technology (also used "stone age" technology-wax and veritype machines).

REFERENCES

Stuart Halperin, EVP, Hollywood.com / 310.586.2000 / shalperin@la.hollywood.com

Harry Chandler, EVP, goto.com / 626.685.5600 / chandler@goto.com

Shawn Lowry, Co-founder, getacard.com / 310.743.7924 / shawn@getacard.com

James Root, Streaming Media Director, Microsoft / 323.930.7252

APPLICATIONS

Photoshop . Illustrator
Flash . Debabelizer . BBedit
QuarkXpress . Premiere
GifBuilder . Sound Edit

EDUCATION

William Woods College, Fulton Missouri, 1981 - 1982

Fine Arts and Computer Science, Equestrian Science Scholarship