



I Manage Successful Creative Teams

# SARA SHUMAN

## Creative Director

Sara Shuman brings a balance of technical and aesthetic experience to any interactive B2B or B2C design project.

### BY THE NUMBERS

12+ YEARS

Agency Experience



25+ TEAM

Creatives Managed



17 POSITIVE

LinkedIn Recommendations

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BLOG sarashuman.com/blog

### EXPERIENCE

#### Digital Experience Creative Director

##### Oracle

Jan 2010 – March 2019

Responsible for leading Oracle's interactive team of 25+ who created, designed, and measured usability success for all of Oracle's web sites, including demand generation, emails, landing pages, and mobile touch applications. Developed and implemented fresh new ways to present products and services for Oracle.

#### Sr. Interactive Designer

##### Sun Microsystems

2005 – 2010

Managed, architected, and designed projects across all digital touchpoints from strategy to production. Worked closely with the Brand, Marketing, Information Architecture, and Publishing teams to strategize and implement multiple redesigns of the Sun.com website.

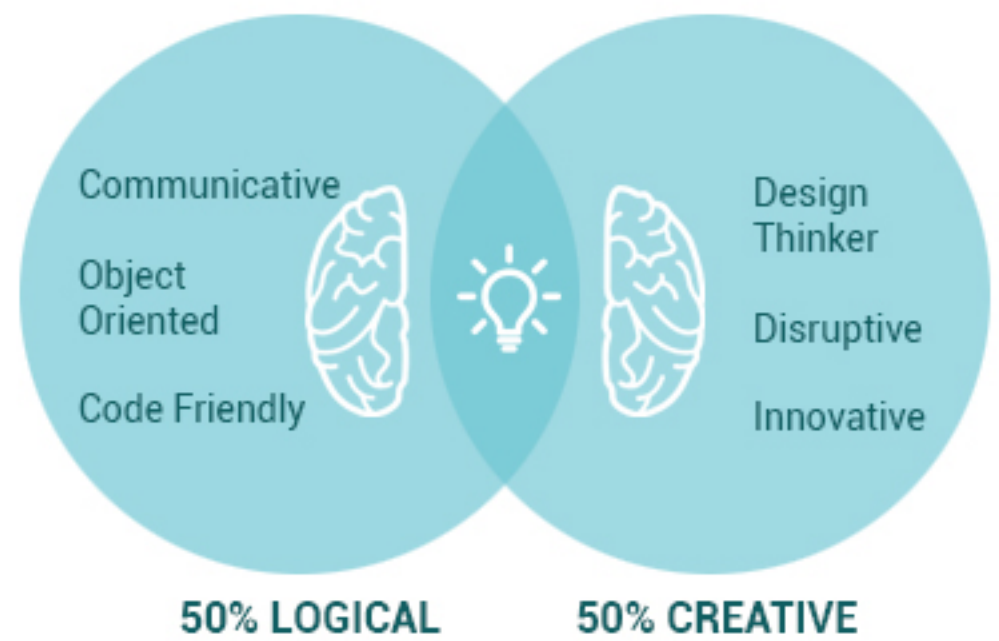
#### Creative Director

##### Interactive Design Services

2001 – 2008

Hands-on creative director specializing in designing, creating, developing, and implementing custom branded interactive user experiences. CLIENTS: Quiksilver, Roxy, Lexus, Team One, Shoah Foundation, Library of Congress, Angel Records, Disney, Lionsgate, Capital Records

### CORE COMPETENCIES



- |           |           |             |            |            |
|-----------|-----------|-------------|------------|------------|
| UX DESIGN | UI DESIGN | WEB DESIGN  | RESPONSIVE | MARKETING  |
| BRANDING  | METRICS   | PROTOTYPING | STRATEGY   | LEADERSHIP |

### REFERENCES

“ Sara is not only an exemplary digital design maker and thinker, but also a very pragmatic innovator. ”

Francisco G Delgadillo  
VP Creative, Oracle



“ I've not worked with many people who worked harder or had more passion for her job than Sara. ”

Lori Granville  
VP Marketing, Oracle



“ Sara is a web publishing powerhouse. She handles it all with a grace and humor that is a relief to be around. ”

Michael Grover  
SEO Expert, Oracle

