



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



5x INCREASE

Average KPI Engagement

WEBSITE
sarashuman.com

PHONE
310.614.2969

LINKEDIN
linkedin.com/in/sarashuman

EMAIL
sara@sarashuman.com

TWITTER
@sahsu2

BLOG
sarashuman.com/blog

EXPERIENCE

Director of Product Design

StoryFile

CONTRACT: March 2020 – Current

Responsible for crafting and developing the backend dashboard/tool to power the conversational 3-D interactive artificial intelligence video software – videos that talk back. This AI platform and natural language processing mimic a real conversation, preserving the subject's answers for future generations to explore.

Creative Director

PerimeterX

CONTRACT: Jul 2019 – May 2020

Lead a holistic redesign of perimeterx.com with the main goals to increase demand generation and implement a new modern rebrand. Delivered a more product-focused user experience that helps potential customers find what they are looking for.

Digital Experience Creative Director

Oracle

FTE: 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 marketing presentations, ebooks, emails, and landing pages. Developed and implemented fresh new ways to present digital marketing content for Oracle.

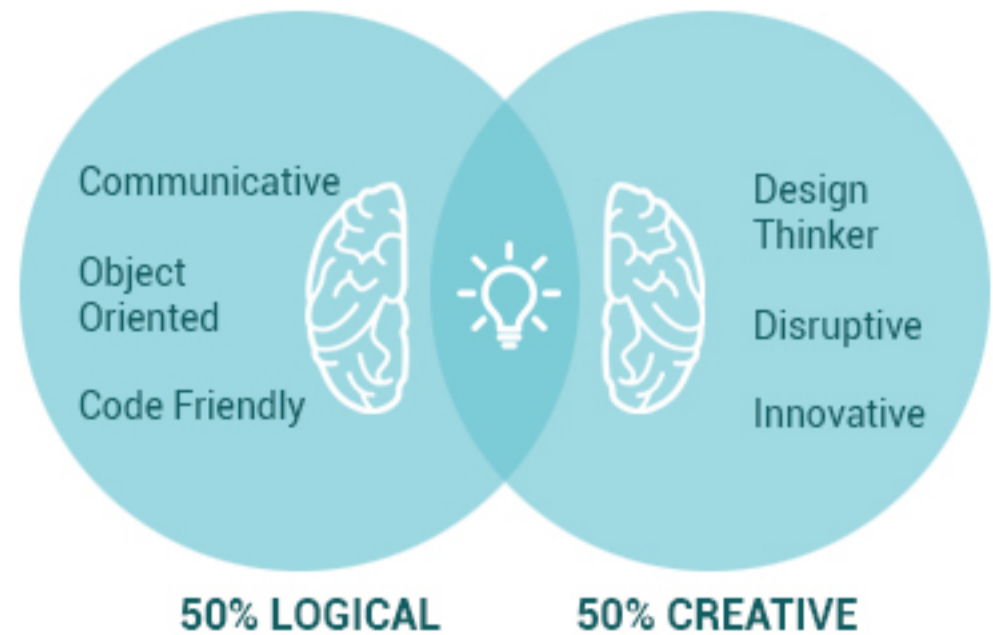
Sr. Interactive Designer

Sun Microsystems

FTE: 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.

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

