SARAH BODMAN
UX DESIGNER AND WEB STRATEGIST

PROFILE:

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Portfolio: https://www.sarahbodmanportfolio.com/

EDUCATION:

University of Florida, Gainesville, FL
(July 2015 - May 2018)
Bachelors of Science in Advertising with a
Concentration in Web Design GPA 3.9

SKILLS AND TOOLS:

Figma	▰▰▰▰▱	HTML & CSS	▰▰▰▰▱
AdobeXD	▰▰▰▱▱	SEMRush	▰▰▰▱▱
InDesign	▰▰▰▰▱	Google Suite	▰▰▰▰▰
Photoshop	▰▰▰▰▱	Slack	▰▰▰▰▰
Illustrator	▰▰▰▰▱	ClickUp	▰▰▰▰▱

EXPERIENCE:

IMPACT Branding & Design, Remote

Web Strategist — March 2022 - May 2023
- Created page strategy wireframes using "StoryBrand" and "They Ask You Answer" framework to guide a user's journey
- Designed webpages and web tools via Figma with user experience as the highest priority
- Managed projects and client communications for 12+ clients while supporting 5 other website strategists
- Tracked the health for 12+ websites via Google Analytics, HubSpot Analytics, Google Search Console, and SEMRush
- Researched and Implemented SEO strategy using SEMRush Keyword tools, Google Tag Manager schema markup, and updating metadata

Travel and Leisure Co., Orlando, FL   (Formerly Called Wyndham Destinations)

Digital Designer — June 2019 - March 2022
- Led, coded, tested for quality assurance, and deployed a business-critical interactive project utilizing HTML, CSS, JavaScript, and complex processes to create an engaging, branded sales presentation
- Updated the UI design to include ADA best practices and compliance, user filtering interaction, and branded assets of a nationwide presentation builder to implement user feedback and insights
- Managed and distributed tasks to myself and my team of 4 while assessing each other's workload and strengths
- Worked directly with executives to create strategy towards company goals in-person and remotely
- Redesigned and rebranded all email communication based on end user behavior for Wyndham Destinations and their sub brands: "Club Wyndham," "WorldMark by Wyndham," and "Margaritaville Vacation Club"
- Used Dreamweaver/Atom to code 100+ email templates which were sent to 500,000+ timeshare owners and prospects
- Tested emails in Litmus to ensure 3+ email clients and 4+ web browsers rendered as intended

Graphic Designer — May 2018 - June 2019
- Worked with the production, design, and digital departments to rebrand Wyndham Destinations and sub brands
- Conceptualized and revamped Wyndham Destinations' sales centers with new graphics and customer touchpoints
- Created and updated print collateral based on company needs with provided content and creative brief
- Managed and edited thousands of photos by color correcting and removing unwanted items via photoshop
- Implemented Adobe Experience Manager as our new Data Asset Management system which entailed transferring, renaming, reorganizing, and tagging 10,000+ photos for 1000+ employees to use