# SARAH CHURCHMAN

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I am a Digital Designer and Creative Consultant with almost 20 years experience and a Master's in Digital Media from Ga Tech, striving to develop projects that are thoughtful, user-centered and aesthetically pleasing. I have a wealth of experience working with a team on projects from initial stakeholder meetings to final deliverable. Past projects focus on politics, healthcare, and nonprofits, but I am open to opportunities in other fields.

## SKILLS

**Technology:** Adobe Creative Suite, Figma, Miro, HTML, CSS, Microsoft Office 365, Google Workplace
**Concepts:** Digital design, visual design, web design, graphic design, social media marketing, information architecture, user-center design, user research, copywriting, branding, website audits, digital strategy

## WORK EXPERIENCE

**Churchman Creative, Inc.**  Feb. 2022 – current
**Owner / Designer / Creative Consultant**  Remote

Currently on retainer with the City of Montgomery, working on a spectrum of projects including: Creative Director for the Central Alabama Neighborhood Health Initiative and performing a full content and link audit of the City's website. Providing on-demand service with <24 hour turnarounds. Working directly with the City's upper administration.

**Ivan Allen College of Liberal Arts - Georgia Institute of Technology**  Aug. 2021 – May 2022
**Graduate Assistant**  Remote

Graduate Assistant for the Communications department of the Ivan Allen College of Liberal Arts at Georgia Tech. Designed original graphics for web, print materials and social media, created presentations and reports, website updates and copywriting, all while working within the Georgia Tech brand.

**ScriptChain Health**  May 2021 – Aug. 2021
**Product Design Intern**  Remote

Worked across all aspects of the design process. Created user stories, designed and conducted usability tests and created wireframes and prototypes using Figma. Created social media graphics and presentations. Worked directly with a team of developers directing them through my layouts. All of these projects were managed under Agile methodology using Atlassian product, Jira.

**Georgia Institute of Technology**  Jan. 2021 – May 2021
**Graduate Research Assistant**  Remote

Graduate research assistant on a research study that sought to produce timely knowledge on platforms and practices that better support student course engagement and feelings of connectedness during remote education. Aided in conducting research and interviews as well as analyzing data and composing a thorough literature review.

**Matrix, LLC**  Aug. 2010 – July 2020
**Senior Digital Designer**  Montgomery, Alabama

Focused on brand design and digital design. Responsible for building the web and digital design program from the ground up. Increased the price charged for websites by 600% over the course of 10 years. Worked within extremely short deadlines on a regular basis. Involved in the full product design process, from research to rollout. Extensive political design. Website designed for a gubernatorial candidate is currently in the Library of Congress.

## EDUCATION

**Georgia Tech - May 2022**  **Atlanta College of Art - 2005**  **University of Georgia - 2000**

Master of Science - Digital Media  Bachelor of Fine Arts - Digital Multimedia  Bachelor of Arts - Religion

## EXTRAS

**Leadership Service**  **Freelance clients - short list**

Montgomery Trees, President 2015-2020  American Advertising Federation-Montgomery Chapter, Alabama Urban
AUFA, Board Member 2017-2020  Forestry Association, Atlanta Episcopal Diocese, Blue Ridge Outdoor Education
Mgm Bike Club, Secretary 2015-2018  Center, Mikell Camp and Conference Center, Montgomery Trees, Montgomery
AAF-Montgomery, President 2013-2015  Bicycle Club, Montgomery Rotary Club, One Voice Nashville, The Brokers' Firm