Sarah Churchman

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💼 WORK EXPERIENCE

02/2022 – present
Remote

Founder / Visual Designer / Creative Consultant
Churchman Creative, Inc.
- Manage, maintain, and create content for a diverse portfolio of five websites spanning financial management, estate planning, and nonprofit sectors.
- Collaborated closely with the City of Montgomery's upper administration on a diverse range of projects.
- Crafted a holistic brand identity for the Central Alabama Neighborhood Health Initiative, which was created as part of a $3.5 million HHS grant. 80,000 copies of the CANHI Resource guide were distributed over 3 counties.
- Optimized user experience and functionality of City of Montgomery website with a full audit.

08/2021 – 05/2022
Hybrid

Graduate Assistant
Ivan Allen College of Liberal Arts - Georgia Institute of Technology
- Designed cutting-edge graphics for web, print materials, presentations, and reports.
- Managed weekly website updates.
- Authored captivating copy, ensuring consistency with the Georgia Tech brand.

05/2021 – 08/2021
Remote

Product Design Intern
ScriptChain Health
- Managed the entire design lifecycle from initial concept to final delivery.
- Created user stories.
- Conducted usability testing.
- Developed wireframes and prototypes.
- Crafted engaging social media graphics and presentations.
- Worked closely with developers to ensure smooth integration of layouts.

08/2010 – 07/2020
Montgomery, Alabama

Senior Digital Designer
Matrix, LLC
- Spearheaded the establishment and growth of a web and digital design program from inception, resulting in a 600% increase in pricing for websites over a decade.
- Consistently met tight deadlines.
- Involved every step of the design process from research to rollout.
- Managed large-scale political design projects, including a gubernatorial candidate website now archived in the Library of Congress.
- Administered over 70 websites for a single client.

🖥 SKILLS

Concepts: Digital design, visual design, web design, graphic design, logo design, user-center design, typography, information architecture, user research, color theory, copywriting, branding, website audits, creative strategy, creative consulting, content creation, blog maintenance, email administration

Technology: Adobe Creative Suite, Figma, HTML, CSS, Wordpress, WIX, Squarespace, Microsoft Office 365, Google Workplace

EDUCATION

Atlanta, GA

Digital Media | Master of Science
Georgia Tech

Atlanta, GA

Digital Multimedia | Bachelor of Fine Arts
Atlanta College of Art

Athens, GA

Religion | Bachelor of Arts
University of Georgia

LEADERSHIP

- 4H Summer Camp Chaperone 2023-current
- AL Forestry Commission, Citizen Advocate 2022-current
- Magic City Parrothead Club, Vice President 2024-current
- Montgomery Trees, President 2015-2020
- AUFA, Board Member-at-Large 2017-2020
- Montgomery Bike Club, Secretary 2015-2018
- AAF-Montgomery, President 2013-2015

HOBBIES

Cooking

Gardening

Volunteering

Roadtrips

Cycling

SEC Football

Live Music

Photography