

# Sandra Wilcox

284 Marlborough Street  
Boston, MA 02116

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**Portfolio:** [www.sandrawilcox.com](http://www.sandrawilcox.com)

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## Summary of Skills

- Over 5 years of experience designing and developing websites.
- Able to work efficiently under tight deadlines.
- Experience designing within comprehensive branding guidelines.
- Understanding of IAB standards, and web standards.
- Experience integrating video in Flash, editing digital video, and an understanding of video codecs.

## Work Experience

ScanScout, Inc.

Boston, MA (2/08 - 12/08)

### Sr. User Interface Designer

- Designed and animated in-stream advertisements for online video distribution through an extensive publisher network, including BBE, Metacafe, and eBaum's World.
- Worked extensively with advertising agencies throughout the U.S. to integrate existing campaigns for major brands and films into the ScanScout advertising network.
- Designed and developed video-based widgets using the Clearspring platform.
- Collaborated with the sales and engineering teams to provide design work for sales pitches and product demonstrations.

Pearson Education, Inc.

Boston, MA (3/05 - 11/07)

### Sr. Web Designer

- Designed and developed landing pages, online surveys, HTML e-mails, flash tutorials and promotional websites, including web copywriting, for Allyn & Bacon and Longman's textbook initiatives.
- Coordinated all online campaigns for Allyn & Bacon and Longman with marketing managers (of over 15 academic disciplines), senior print designers and programmers.
- Recognized by CoolHomepages.com for the design and usability of MyCourseToolbox, a website for Public Speaking textbooks and supplements ([www.mycoursetoolbox.com](http://www.mycoursetoolbox.com)).

Sandra Wilcox Interactive

Boston, MA (02 - Present)

### Freelance Interactive Designer

- Coordinate website projects from their inception to launch.
- Lead an in-depth consultation process to adequately plan and organize all website criteria before beginning the design and development stage; including thorough proposals, wireframes, and site maps.
- Experience in logo and identity design.

## Technical Skills

- Highly proficient in Adobe Photoshop, Dreamweaver, Flash (AS2), Illustrator, Final Cut Pro, Microsoft Office and Apple iWork.
- Extensive experience in XHTML, CSS, and JavaScript, as well as frequent use of Prototype, MooTools and jQuery.

## Education

Art Institute of New England, 2004

Interactive Media Design, B.S. Program