

www.sandrawilcox.com

ONLINE PORTFOLIO

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# SANDRA WILCOX

## INTERACTIVE DESIGNER

### TECHNICAL

- Advanced proficiency with the Adobe Creative Suite®
- Extensive experience coding XHTML, CSS, and jQuery
- Experience with editing digital video, as well as an understanding of video codecs and compression
- Thorough understanding of email platforms, testing, and compatibility

1 ——— APPLICATION STRENGTH ——— 10

Photoshop

InDesign

Flash

Illustrator

Dreamweaver

jQuery

OmniGraffle

XHTML/CSS

PowerPoint

### EDUCATION

Interactive Media Design  
**ART INSTITUTE OF NEW ENGLAND**  
BROOKLINE, MA (2002-2004)

### SANDRA WILCOX INTERACTIVE

BOSTON (December 2008–Present)

#### Freelance Highlights

- **Dancing Deer Baking Company**  
Designed and developed email templates to be used as a company standard. Created various graphics for holiday promotions.
- **MacDougall Biomedical Communications** ([www.rheonix.com](http://www.rheonix.com))  
Redesigned the website for Rheonix, a small biotech company. The new design incorporated new architecture, infographics, and branding.
- **RoundarchIsobar**  
Designed and annotated wireframes for product detail pages for Hospira, the leading provider of injectable drugs and infusion technologies.
- **Modern Healthcare**  
Designed the 2011 campaign for the *Top 25 Women in Healthcare* for Modern Healthcare Magazine. The campaign included an updated logo, editorial print ad, an email marketing campaign and banner ads.
- **InvestmentNews**  
Designed and developed custom email blasts and e-newsletter templates. Each template was coded and tested for cross platform compatibility.
- **Official Team Hoyt Website** ([www.teamhoyt.com](http://www.teamhoyt.com))  
Redesigned the user experience and created a new user interface with existing branding. Developed the front end with valid XHTML/CSS.

### EXPERIENCE

#### Flash/Design Consultant

### MERCER

NORWOOD (September 2009–January 2011)

- **Created interactive Flash guides (flipbooks)** for the health & benefits enrollment of Fortune 500 companies.
- **Designed and maintained email marketing campaigns** by creating custom templates with improved usability as a result of examining user statistics and click-through rates.
- **Produced storyboards and conceptual work** for the user experience and web development teams.

#### Senior User Interface Designer

### SCANSCOUT

BOSTON (February 2008–December 2008)

- **Designed in-stream ads in Flash over video** to integrate existing global advertising campaigns for major brands and films into online video publisher networks.

#### Senior Web Designer

### PEARSON EDUCATION

BOSTON (March 2005–November 2007)

- **Designed and developed microsites, landing pages and online surveys** for Allyn & Bacon and Longman, working directly with the marketing managers of over 15 subject areas to coordinate project details.