

SANDRA WILCOX

DESIGNER | PRINT + WEB + UX

SKILLS

- Advanced proficiency with the Adobe Creative Suite and Creative Cloud.
- Extensive experience with front-end web development, including XHTML, CSS, and jQuery.
- Understanding of responsive design with HTML5 and CSS3, including coding media queries for responsive layouts.
- Experience with editing digital video, as well as an understanding of video codecs and compression.
- Thorough understanding of email design, platforms, testing, and compatibility.

Photoshop

InDesign

Flash

Illustrator

Dreamweaver

OmniGraffle

Final Cut Pro

XHTML / CSS / jQuery

PowerPoint

EDUCATION

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

SANDRA WILCOX INTERACTIVE

BOSTON (December 2008–Present)

Freelance Highlights

Piramal Imaging

Designed the corporate website for Piramal Imaging, a global biotech company specializing in molecular imaging for Alzheimer's disease.

Reebok

Designed and developed a landing page for the ATV19 and ATV19+ product line. Created banners and graphics for Reebok's e-commerce site and product pages.

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

Redesigned the website for Rheonix, a small biotech company. The new design incorporated new architecture, infographics, and branding.

Isobar

Designed and annotated wireframes for the product detail pages for Hospira, the leading provider of injectable drugs and infusion technologies.

Crain Communications

Designed promotional pieces for Modern Healthcare and InvestmentNews, including editorial print ads, logos, banner ads, and e-newsletter templates.

Official Team Hoyt Website

Redesigned and developed the Team Hoyt website with new architecture, updated branding, and a responsive customized WordPress template (2014).

MERCER

NORWOOD (December 2012–September 2013)

- Created the visual design and brand standard for a group of web-based tools used globally by Mercer employees and third parties. Designs were created from extensive prototypes submitted by the user experience team.

NORWOOD (September 2009–January 2011)

- Created interactive Flash guides and email marketing templates for the health & benefits enrollment of Fortune 500 companies.
- Produced storyboards and conceptual work for the user experience and web development teams.

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.

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.

EXPERIENCE

VISUAL DESIGNER

FLASH / WEB DESIGNER

SENIOR UI DESIGNER

SENIOR WEB DESIGNER