SARA TRANBERG

GRAPHIC DESIGNER | UX DESIGN METHODOLOGY

CONTACT

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PROFESSIONAL PROFILE

UI/UX & Visual Designer currently working in the industry with over a decade of professional experience. Expertise in Adobe CC, Figma, HTML, CSS/LESS, Bootstrap, PHP, Wordpress, brand identity, promotional material, SEO and social media marketing.

Core belief in the power of empathy in design and creating products that not only function but also delight the humans that interact with them.

Passionate about education and sharing that passion with others.

VOLUNTEER

HUMANITARIAN AID • PERU • OCT 2007
Collected and assembled blankets, clothes, shoes, and school supplies after a devastating earthquake hit Ica and the surrounding areas. Delivered the items to the homeless and impoverished people there.

WORK EXPERIENCE

UI/UX WEB DESIGNER • DASH CORE GROUP • MAY 2021–July 2022
Collaborate with marketing team/Dash stakeholders to create and refine simple and effective campaign strategies and designs that grow awareness and trust in our brand and in crypto. Review community feedback and continually improve website user experience.

UI/UX BOOTCAMP LEAD INSTRUCTOR • THRIVE DX, REMOTE • JAN 2021–PRESENT
Collaborate with an instruction team to create an engaging and effective online learning experience for students. Encourage them to find their happy place within the design field and take ownership of their learning and growth. Continually emphasizing the importance of research, personas, user flows/journeys, testing, re-iterating re-testing, and business goals.

TEACHING GROUP LEADER • BYU-IDAHO, REMOTE IN CLINTON, UT • JAN 2018–AUG 2021
Assist and mentor new and experienced instructors. Encourage growth mindset and provide opportunities for them to collaborate and learn from each other. Brainstorm productive ways to respond in difficult situations with students. Find creative ways to help instructors feel connected and supported by each other in an online environment.

COMM DEPT ADJUNCT FACULTY • BYU-IDAHO, REMOTE IN CLINTON, UT • DEC 2015–AUG 2021
Mentor students individually and as a whole as they work to learn key design principles. Provide students with regular individualized feedback on projects and assignments to help them learn to apply the principles and improve their projects. Create weekly demonstration videos and Youtube tutorials to assist students in applying what they are learning.

FREELANCE GRAPHIC DESIGNER • SARA TRANBERG PHOTO+DESIGN • APR 2011–PRESENT
Research, brainstorm, and execute creative solutions that speak to the target audience of clients. Designs include websites, brand designs (logos, business cards, letterheads, custom patterns, etc.), ad campaigns, marketing material, brochures, digital illustrations, etc.

GRAPHIC & WEB DESIGNER • VELOCITY WEBWORKS, ST. GEORGE, UT • DEC 2011–JAN 2016
Agency experience working directly with clients to create responsive website designs, logos, business cards, etc. Website process included creating a mockup in Photoshop, revising to client's specifications, coding the beta site in HTML & CSS/LESS and connecting to the content management system using Django programming code.

PHOTOGRAPHY ASSISTANT • STUDIOWEST, CEDAR CITY, UT • FEB 2012–APR 2013
Retouched professional and family portraits. Designed wedding and senior announcements, dance composites, and advertisements. Photographed couples and groups at high school dances.

EDUCATION

BACHELOR'S DEGREE IN COMMUNICATION • BYU-IDAHO, REXBURG, ID • DEC 2011
Emphasis in visual media/web design. GPA 3.8. Sophomore–Senior Academic Scholarship, 2009-2011