

Sara Tranberg

Sr. Graphic + Visual + UI/UX + Web Design

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PROFESSIONAL PROFILE

Designer currently working in the industry with **over a decade of professional experience**. Expertise in Adobe CC, Figma, simple motion graphics, 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 in creating products that not only function, but also delight the humans that interact with them, while also supporting stakeholder goals.

Passionate about education, learning, and looking for ways to **make a positive impact** in business growth and in company culture.

EDUCATION

BYU-Idaho | Dec 2011

Bachelor's Degree in Communication, emphasis in visual media. Minor in Web Design. GPA of 3.8. Sophomore-Senior Academic Scholarship. Recipient of the Newel K. Whitney exemplary graduate award.

VOLUNTEER EXPERIENCE

Mentoring | Oct 2024-Present

Mentoring members of a network group called Product Hive. Assisting recent UI/UX boot camp graduates improve their portfolios and practice skills to help them land their first job.

Humanitarian Aid | Peru | Oct 2007

Collected and assembled aid kits after a devastating earthquake hit Ica and the surrounding areas. Delivered the items to the homeless and impoverished people there.

WORK EXPERIENCE

Sr. Graphic Designer/UI Designer (Hybrid)

Arbinger Institute | Farmington, UT | July 2022-Feb 2025

Create design assets to support marketing team efforts and boost revenue. Projects included web-page prototypes, e-books and reports, marketing campaign assets, etc. Worked closely with other creatives and development teams through each step of the design process, from conception to testing and iteration.

UI/UX Designer (Remote)

Dash Core Group | Global | May 2021-Jul 2022

Collaborate with marketing team and Dash stakeholders to create and refine simple and effective campaign strategies that grow awareness and trust in the brand in cryptocurrency as a method of payment. Review community feedback and continually improve website user experience.

Teaching Group Leader/Instructor Mentor (Remote)

BYU-Idaho | Rexburg, ID | Jan 2018-Aug 2021

Assist and mentor both 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.

Adjunct Faculty/Entry Level Design Class (Remote)

BYU-Idaho | Rexburg, ID | 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 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.

Graphic/Web Designer (In-Office)

Velocity Webworks | St. George, UT | Dec 2011-Jan 2016

Worked 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. Quality assurance was also performed after development.