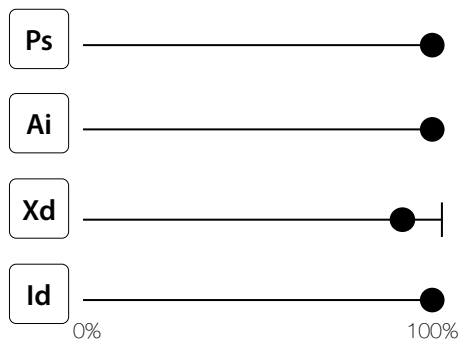# SARA TEMBY

Design | Develop | Create
Minneapolis, Minnesota, USA

sara@saratembydesign.com
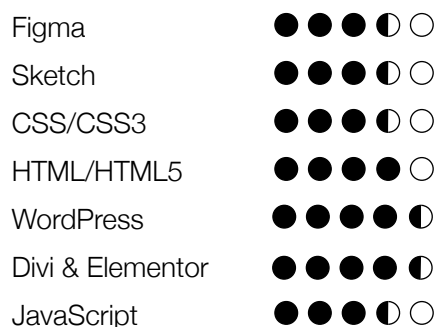saratembydesign.com
+1 763 670 9905

Adaptive hybrid designer/developer with 20+ years of experience in web design, enterprise-level web development, corporate branding, & visual design
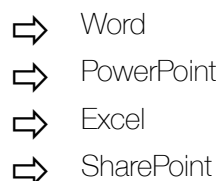
SKILLS

Adobe

Ps ●
Ai ●
Xd ●⊢
Id ●
0%   100%

Industry

Figma	●●●●◉○
Sketch	●●●●◉○
CSS/CSS3	●●●●◉○
HTML/HTML5	●●●●●○
WordPress	●●●●●◉
Divi & Elementor	●●●●●◉
JavaScript	●●●●◉○

Microsoft

⇨ Word
⇨ PowerPoint
⇨ Excel
⇨ SharePoint

WORK EXPERIENCE

UI/UX Designer, SimIS Inc./NATO iHub

⊕ Support North Atlantic Treaty Organization (NATO)/Innovation Hub (iHub) product teams by following user center design best practices, engage with end users through the agile product development process, and establish feedback loops with users to build, measure, and learn.

⊕ Conduct extensive research and create mock-ups of potential features; develop artifacts e.g., (sketches, prototypes, high-fidelity wireframes, motion design) and project documentation in rapid, iterative development environment.

⊕ Design complex web and mobile applications for modeling and simulation, and autonomous solutions for NATO Allied Command Transformation, Norfolk, VA, USA.

Dec 2020–Present

Lead Publications Specialist, Data Recognition Corporation (DRC)
(Comparable industry title—Sr. Technical Design Manager)

Rehired and promoted within six months of leaving the organization.

⊕ Lead publications team in developing graphics, publications, and web content in agile, iterative development environment.

⊕ Create semantic tag structures to ensure seamless navigation and user experience, maximizing assistive technology capabilities.

⊕ Develop process refinement and provide ongoing a11y perspectives in design thinking, UX/UI, and product development.

⊕ Review artifacts and deliverables from peers to ensure they accurately represent or improve upon the organization's layout, design, and interaction patterns.

⊕ Develop digital instructional designs and assessment materials (e.g., ancillary education materials, study guides, test designs, style guides) for internal training and department of education for several states including AL, AK, AR, GA, FL, ID, LA, MI, MN, NE, NV, OH, OK, PA, SC, WA, WI.

⊕ Collaborate with project management and content developers to advise in color, typography, imagery, and design strategies to creatively and appropriately express client mission, brand, and purpose.

⊕ Hire, train, and mentor design, technical writing, and editorial staff.

★Includes responsibilities of previously held positions at DRC.

Oct 2015–Present

Graphic/Web Design Specialist, UCare

⊕ Designed MS SharePoint pages; edited, updated, and maintained corporate intranet and enterprise-level website ucare.org; tested websites on various devices and browsers to ensure usability, accessibility, and engagement.

⊕ Led brand identity development, created brand standards and guidelines, and sales and marketing materials for EssentiaCare product launch; advised government relations on strategies to develop elegant and coherent designs to increase brand recognition.

⊕ Created Section 508 compliant publications for the Minnesota Department of Human Services (DHS); ran accessibility reports to ensure communication is accessible and screen reader compatible.

Apr 2015–Oct 2015

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EDUCATION

Associate of Applied Science
*Visual Communications/
Graphic Design*

Brown College
Mendota Heights, Minnesota
July 2003—Mar 2006

CERTIFICATES

⇨ User Experience Design –
Adobe XD UI/UX Design, 2021

⇨ UX Design & User Experience
Design Theory, 2021

⇨ Web Design Accessibility, 2021

⇨ HTML5, 2020

⇨ CommonLook PDF
(Section 508/WCAG), 2020

⇨ InDesign/Acrobat Accessibility,
2016

EXPERTISE

⊕ WordPress (Divi & Elementor)
⊕ UX Research & UX Strategy
⊕ Accessibility (Section 508/WCAG)
⊕ Branding

AWARDS
❸

UCare HATS OFF TO YOU

May   2015 — Going Above & Beyond
July   2015 — Problem-Solving
Sept 2015 — Teamwork

WORK EXPERIENCE (Continued)

★**Sr. Graphic/Document Designer**, Data Recognition Corporation
(Comparable industry title—Sr. Technical Design Lead)

Promoted internally for consistently exceeding expectations.

⊕ Successfully led visual materials development and workflow for
Louisiana Department of Education for 12 years and Ohio Department
of Education for 8 years.

⊕ Created complex design templates, master pages, style sheets, and
libraries for support services and visual design teams.

⊕ Corporate typography expert advising and educating employees and
partnering vendors on typeface usage, type design, font embedding,
and licensing.

★**Graphic/Web Designer,** Data Recognition Corporation (DRC)
(Comparable industry title—Technical Design Lead)

Hired full-time/permanent.

⊕ Collaborated with business analysts and developers to create graphics,
web content, Hypertext Markup Language (HTML), and Cascading
Style Sheets (CSS) for corporate intranet, proprietary applications, and
website datarecognitioncorp.com.

⊕ Supported test development technologies in writing Extensible Markup
Language (XML) and creating illustrations, graphics, and wireframes
for proprietary e-Learning and assessment applications and content
databases.

⊕ Developed and managed DRC's type server database to certify
typeface licensing compliance; created work-group specific font
libraries to ensure consistency; managed client desktop application.

⊕ Conducted research and advised leadership on innovative
technological solutions to increase Publications department's efficiency.

⊕ Shot and edited video content for DRC's Healthy Measures step
challenge and health and wellness campaign.

⊕ Collaborated with document services division to design print file
specifications and print submission guidelines for DRC, resulting in a
98% decrease in department rework and file resubmissions.

⊕ Served as organization's print production expert conducting quality
checks and preflight print files, ensuring output accuracy and quality.

⊕ Developed "dropout" color scanning presets and procedures for low-
resolution scans, eliminating extensive image manipulation.

★**Graphic/Document Designer**, Data Recognition Corporation
(Contractor)

Hired to train Publication's team in Adobe InDesign and Photoshop
and convert digital assets into industry-standard formats.

⊕ Wrote, designed, and edited technical documentation, instruction
manuals, user guides, process instructions, quick reference guides,
and training materials for department communications and training.

⊕ Designed illustrations, graphics (e.g., logos, infographics, photos,
charts, reports, CD/DVD inserts) for sales and marketing, and
numerous large-scale assessment programs.