

CASSANDRA SANDERS

GRAPHIC & WEB DESIGNER

Professional Summary

Innovative web and graphic designer with over 14 years creating tailored digital and print solutions to meet client needs. Skilled in responsive design, HTML/CSS, Adobe Creative Suite, content management systems, and email platforms. Proven track record of successfully completing projects and eager to tackle new challenges with a focus on delivering high-quality work.

Work Experience

DIGITAL GRAPHIC DESIGNER

Concordia Publishing House | St. Louis, MO | January 2023 - Present

- Deliver wireframes, prototypes, and interactive mockups using Adobe XD to effectively communicate design concepts for mobile applications.
- Manage, assist with brand development, develop a brand style guide
- Incorporate contemporary design methodologies and trends to enhance the overall user experience for consumer software.
- Assemble landing pages and digital products into Magento ecommerce, Hubspot and Amazon Web Services platform.

WEB DESIGNER

Cobalt Communications | Fenton, MO | March 2021 - Dec 2022

- Implemented the most current versions of HTML, CSS, and Bootstrap to generate responsive web pages and WordPress pages.
- Form visual elements and graphics using fonts, colors, images, and space.
- Successfully managed projects with multiple departments to collaboratively develop sales-driving content.

WEBMASTER

Lawson Screen and Digital Products | St. Louis, MO | July 2016 - March 2021

- Launched and modified Shopify and Joomla based websites.
- Optimized website efficiency through the utilization of data provided by Google Webmaster tools.
- Deployed advertising campaigns on various digital and print sales channels.
- Utilized SEO tools such as SEM to enhance quality of the content.

GRAPHIC DESIGNER/ARTIST

Gillans Graphics | Crestwood, MO | Sep 2015 - July 2016

- Developed creative design for print materials, brochures, banners, and signs
- Ensured projects were delivered on time and met the quality standards
- Proved successful working within tight deadlines atmosphere

FREELANCE GRAPHIC/WEB DESIGNER

Self-employed | St. Louis | 2010-2015

- Crafted personalized attractive graphics for businesses and individuals.
- Set up branding elements to increase awareness for client's business
- Established and maintained positive business and customer relationships.

Contact Information

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Portfolio

cassiesanders.com

Professional Skills

- HTML, CSS, Bootstrap
- Responsive Design
- Adobe Creative Suite
- Enterprise CMS Platforms
- SEO Optimization
- Digital Marketing
- Branding/Identity Design
- UX/UI Design
- Content Manage
- Project Manage
- Copywriter

Education

Lindenwood University
2014

Bachelors in Interactive Media
and Web Design

St. Louis Community College
2011

Associates in Applied Science
with Graphic Design emphasis