


SARAH PUCINO

DESIGN / UX / WEB DEVELOPMENT

+1 401 527 5005 

spucino@gmail.com 

sarahpucino.com 

EDUCATION

BACHELOR OF ARTS

Rhode Island College
Providence, RI
2005 - 2009

SKILLS

Graphic Design
UX/UI Design & Prototyping
Wireframing
Adobe Creative Suite
Figma
Miro
Adobe XD
Website Design
HTML/CSS
Bootstrap
Wordpress
Sitecore
Squarespace
ion Interactive Content
Project Management
Email Marketing
User Flow Mapping
Brand Strategy
Google Ads
Google Analytics

PROFESSIONAL DEVELOPMENT

UX SUMMER COHORT

Girl Develop It (GDI)
2021

UX/UI DESIGN WEBINAR SERIES

Thinkful
2021

PROFILE

A dynamic, multidisciplinary designer who creates forward-thinking digital experiences by bridging the gap between beautiful visual design, seamless user interactions and flawless functionality.

EXPERIENCE

UX DESIGN / WEB DEVELOPMENT / DIGITAL DESIGN (FREELANCE)

SP DESIGN | WAKEFIELD, RI | 2022 - PRESENT

- Manage projects comprising of web development, user experience enhancement, and brand style guide development for multiple clients ranging from large corporate entities to marketing agencies and small businesses.
- Designed & developed three websites for a company who has multiple brands under one corporate umbrella. Included brand development & styles to create a cohesive aesthetic that is malleable enough to lend itself to all three brands while still maintaining a unified user experience.
- Built a scalable prototype of vertical market breakouts which can be seamlessly added into my client's current website architecture.
- Creation of visual storytelling infographics for client in the bioelectronic medicine space. These graphics are utilized to convey complicated scientific data and ideas in a way the end-user can easily digest.
- Developed multiple brand style guides for clients which include design and UX elements – logos, colors, typography, icon libraries, buttons, and digital design modules.


SENIOR DESIGNER / WEB DEVELOPER

KVH INDUSTRIES | MIDDLETOWN, RI | 2020 - 2022

- Lead web designer/front-end developer for a global marketing team.
- Collaborated with the Director of CX/UX Design on prototyping and wireframing for complex web-based applications.
- Created detailed user-flow maps and consistently advocated for user-centered design.
- Utilized and contributed to the corporate UX/UI design system library.
- Conceptualized and developed lead generating landing pages, and corporate web pages, utilizing mobile responsive and interactive designs to drive customers towards conversions.
- Presented creative and key deliverables to executive-level stakeholders.
- Led the web team through multiple successful product and service launches. Oversaw corresponding projects and developed a streamlined system to create, review and publish content.

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AWARDS & HONORS

ROOKIE OF THE YEAR

Business Networking Intl. (BNI)
Rhode Island Chapter
2015

MEMBER, LAMBDA PI ETA

Rhode Island College
Providence, RI
2008-2009

GUTENBERG AWARD, WEBSITE DESIGN

Graphic Communications
Education Association (GCEA)
2008

EXPERIENCE (Cont.)

GRAPHIC / WEBSITE DESIGNER

KVH INDUSTRIES | MIDDLETOWN, RI | 2016 - 2020

- Created a comprehensive brand style guide and component library for corporate web applications to establish and promote design guidelines, best practices and standards.
- Key member of the design/development team in charge of facilitating a new corporate website design.
- Worked alongside the Director of Web Strategy, company stakeholders and outside vendors to accomplish the company's goals while maintaining their existing brand image.
- Working with a translation service, I designed a section of the corporate website using streamlined visual media and text which allowed for translation into 6 different languages.
- Designed scalable graphics to be used throughout dynamic marketing campaigns across web, print collateral, tradeshow, and UI elements for a global audience.

WEBSITE DESIGNER & DIGITAL MARKETING SPECIALIST

SMART IDEAS | CUMBERLAND, RI | 2014 - 2015

- Developed and implemented marketing strategies, logos, and new brand images for clients.
- Client servicing, from marketing research to vendor sourcing.
- Designed and developed responsive, user-friendly websites for multiple clients and industries.
- Assisted in management of Google Ads campaigns for numerous clients.
- Managed social media accounts for upwards of 12 clients – including creating custom graphics, drafting content, scheduling posts, and overseeing advertising budgets.

LEAD DESIGNER & MARKETING COORDINATOR

COMMUNICATION WORKS | N. SCITUATE, RI | 2010-2015

- Collaborated with agency management to create and execute product and service advertising across print, broadcast and digital media.
- Initiated structure to streamline client operations: concept to approval to production process, resulting in time and cost saving advantages.
- Designed and developed websites, concepts and front- end for multiple clients across different industries.
- Assisted in art direction of photography and videography for various client projects.
- Took initiative to support agency operations, and administration.
- Responsible for layout and development of newsletters and annual publications for print and digital media.