

Sarah Zachrich Jeng

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Portfolio: sarahz.com

Education

University of Florida, Gainesville, Fla.
Bachelor of Science, Advertising (*summa cum laude*)

Santa Fe College, Gainesville, Fla.
Associate of Applied Science, Software Applications Technology

Skills and Training

- Graphic and user interface design
- Information architecture
- Responsive/adaptive web design
- Adobe Creative Suite (including Photoshop, InDesign, Illustrator, Fireworks, Dreamweaver, Premiere)
- HTML
- CSS
- JavaScript/jQuery
- PHP
- .NET
- WordPress
- Adobe Acrobat
- Microsoft Office
- Writing and editing for the web

Experience

2008-Present

Webmaster, University of Florida College of Dentistry
Gainesville, Fla.

- Maintain and update content for college websites
- Create new website sections, pages, and subsites to enhance web presence effectiveness as a communication tool
- Design interfaces and graphics
- Troubleshoot technical and coding issues
- Assess the need for website improvements using analytics data, usability testing, qualitative feedback and research of emerging web technologies; develop improvements as needed
- Edit and optimize website content for readability on the web and search engine rankings
- Oversee web content authors in various college departments and offices
- Develop best web practices and documentation; provide technical support
- Administer college social networking presence on Facebook (facebook.com/UFDentistry) and Twitter (twitter.com/UFLDentistry)
- Design printed and collateral materials to promote college missions and initiatives
- Work with the Web Services team for the UF Academic Health Center (AHC) to develop features for UFHealth.org and child websites
- Made meaningful contributions to redesign of UFHealth.org and child websites, including dental.ufl.edu
- Overhauled information architecture of college websites and coordinated migration of their content to the newly developed AHC WordPress theme

2002-2008

Web Designer, 352 Media Group
Gainesville, Fla.

- Designed and developed websites and printed materials for industries including tourism, health care, higher education and youth organizations; maintained company website
- Designed, developed and scripted motion graphics and rich media applications
- Maintained company website