

Sarah Yoo

(510) 417-9119

sarah@terteldesign.com



“A great designer with a great personality. Her designs were top-notch both on the web and in print. A great asset to any organization.”

Dan Lombardino
Cardinal Communications

Her work ethic, artistic talents, and ability to multitask have made her an absolute pleasure to work with.”

Robert DeVita
KMT Software

Sarah holds the rare combination of sophisticated creative design abilities, along with a solid understanding of internet marketing principles. I’m constantly amazed at how she can take my directional comments and use them to create wholly beautiful, functional and successful pieces (whether they be emails, banner ads, facebook tabs, or website pages.) I know for a fact, that it’s hard to find a designer who can deliver spot-on aesthetics, at her quick pace. On top of that, she is a pleasure to work with. She has a great sense of humor and handles time management beautifully, and stressful situations gracefully.

Katherine Johnson
GoPhoto LLC



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Core Competencies

- Creative branding & graphic design
- Online sales & marketing
- Email marketing design
- Product/UI development
- Project management
- Copywriting

Technical | Computer

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Acrobat
- Macromedia Dreamweaver
- Microsoft Office
- HTML, CSS (editing)
- Facebook (FBML, static)
- CMS (Drupal)
- SEO/SEM (Google, Bing)

Education | Training

California College of the Arts
San Francisco, CA

Graphic Arts Institute
San Francisco, CA

Boston College
Chestnut Hill, MA
B.A. in psychology
Academic Honors

Graphic Designer

GoPhoto, San Francisco, CA

08/10-present

- Creating website landing pages for Google & Facebook.
- Designing product application UI.
- Building email templates & targeted marketing messages.
- Providing design, marketing & copywriting guidance for SEM, Facebook, website, email & affiliate marketing.

Email/Graphic Designer

Wainhouse Research, Duxbury, MA

06/10-present

- Creating HTML email marketing for special event support.
- Designing marketing & business operations materials including brochures, magazine ads, PowerPoint presentation templates & others.

Marketing & Design Director

KMT Software, Inc., Cambridge, MA

02/05-present

- Creating brochures, data sheets, product packaging & other print business & marketing collateral.
- Managing all facets of email marketing campaigns including design, copywriting & code.
- Designing & maintaining e-commerce website (redesigns in 2006, 2010).
- Developing product & web user interfaces for software & online applications.
- Supervising SEO & SEM initiatives.
- Copywriting for website & product information, sales brochures, etc.

Art Director

Cardinal Communications, Berkeley, CA

10/00-4/02

- Created & redesigned websites.
- Designed several company logos for products/services in development.

Web Designer

QRIO.COM, Berkeley, CA

11/99-9/00

- Designed first company website & user interface for a start-up online messaging portal.
- Produced printed media [i.e., newspaper ads, billboards].

Production Editor & Copy Editor

Lakeshore Learning Materials, Carson, CA

3/98-1/99

- Coordinated production schedule for educational toy catalogs.
- Assisted in catalog page production & photoshoots.
- Edited & proofed catalog copy, product art & sales/marketing publications.

Administrative & Project Management

4+ years of proven excellence in office/event & project management, supporting executives at:

- Nextel Communications
- University of California
- Massachusetts Institute of Technology
- Infotech Research