

sharon huntley land

Designer & Fine Artist



Philosophy of Design

Harmony in interaction. Satisfaction in user experience. Beauty in simplicity.

Summary

Decades in Fine Arts and the study of mind are the backbone of my work. I bring humility, perseverance, curiosity, and a love of learning into all that I do. I love collaborating with team members in the iterative process that is design. I am an autodidact with a passion for creating and problem solving.

Work History

Fusion Creative Works - Graphic & Website Designer

2021 - Present

- Website creations, re-designs and maintenance of around 50+ Wordpress websites created with the Divi Theme and Builder.
- Interior layout and design of both print and ebooks through InDesign: 40+ print books, 20+ ebooks
- Design of graphic assets for both print, web and one page PDFs

Freelance Designer

2017 - Present

- Design deliverables: website creations & re-designs, wireframes, user flows, digital graphics, logos, print/digital/web ads, brochures, cards, posters, banners and style guides.
- Clientele - small businesses and individuals - both local and out-of-state. Client industries including: medical, active lifestyle, life coaching, tech, local community, and craft beer.
- 20+ projects in 4 years through Upwork and word-of-mouth.
- Top Rated on Upwork with 94% Job Success and \$10k+ in earnings.
- Social Media Marketing for Arts & Humanities Bainbridge's Public Art Commission.
- Edited and designed online course material for the Executive Director for the Pantone Color Institute.
- UX Designer for Opportini from ideation through beta launch. Creation of all screens, including product and website, plus logo, style guide, user flows and graphics.

Bainbridge Island Studio Tour - Web & Graphic Designer

2018 - Present

- Maintain the Tour database, including a twice yearly change over of all Studio Tour artists, artist info, images and Tour information.
- Creation of a brochure for each tour along with print/digital/web ads, posters, and downloadable PDFs for attendees.
- Site re-design in 2020 due to Covid-19 and the Tour going virtual. Designed in Wordpress using the Divi theme. Prior to re-launch, average traffic was 9,000 hits. After, traffic to the website has averaged around 13,000 hits, with a high of 27,800 hits. This is a 44% increase in average traffic to the site.

Photorealistic Fine Art Painter

2003 - Present

- Created approx. 230 paintings, have sold 200+ of them - 87% purchase rate.
- Exhibited in 5 galleries across WA and CA: 10 solo shows, 14 group shows, 2020 Honorable Mention Award - Collective Visions Gallery, Bremerton, WA.
- Corporate and private clients.
- Branding creation and management for 20 years.
- Drawing, painting & photography.
- Color & materials consultation for residential homes.
- * *separate Fine Art resume available upon request* *

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Tools

Photoshop	Wordpress:
Illustrator	DIVI Theme,
InDesign	Bakery, Beaver
AfterEffects	WooCommerce
Dreamweaver	LearnDash
Sketch	HTML5/CSS
Adobe XD	Javascript
Axure RP	Bootstrap 4
Squarespace	SQL Databases
Wix (Wix Expert)	Mailchimp
Microsoft Office	Sigil (ebooks)

UX

Responsive Design	Case Studies
Prototypes	Usability Testing
Wireframes	Personas
Design Research	Scenarios

Education

Web Design Certificate
UC San Diego - Extension
2018 - 2019

UX Design Certificate
UC San Diego - Extension
2017 - 2018

BS Cognitive Science
Specialization in Neuroscience
Minor Visual Arts - Studio
UC San Diego
1994 - 1998