

# ALAN SCHABERL

*Driven in the pursuit of improving user experiences through research and creativity. Extensive experience in visual design and managing ambitious digital projects.*

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## **Art Director / Sugarloaf International / 09.2010—06.2020**

*Led design of web-based apps, websites, digital advertising and print materials supporting large consumer events.*

*Key Accomplishments:*

### **📱 Web-Based Apps**

Designed and developed web-based solutions, providing tools for customer service employees working remotely

### **🎫 Online Ticketing System**

Designed and developed a custom online ticket sales website with Stripe, PayPal and Amazon payment integrations

### **📣 Advertising**

Led design of campaigns for large events that increased attendance – producing digital ads, print ads, billboards and direct mail

### **⚙️ Custom CMS**

Created a custom content management system, integrating a company database to automate website updates

### **🏠 Streamlined Workflow**

Automated the design department's repetitive tasks, using AppleScripts and Photoshop actions

### **✉️ Email Marketing**

Designed and developed email campaigns featuring customized landing pages, bespoke special offers and contest entry forms

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## **Senior Designer / Sugarloaf International / 09.2000—09.2010**

*Assisted marketing director in leading a small team designers, insuring consistent branding of digital and print content.*

*Key Accomplishments:*

### **🛒 Online Store**

Assisted building a forerunner of Etsy, enabling artists to sell online without technical skills

### **📁 Asset Management**

Designed and developed databases managing design jobs, advertising and files

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## **Graphic Designer / Sugarloaf International / 09.1999—09.2000**

*Produced high quality print and digital designs under tight deadlines*

*Key Accomplishments:*

### **📰 Magazine Redesign**

Redesigned a company magazine, featuring event advertising and artist interviews

### **🌐 Website Maintenance**

Maintained and performed search engine optimization for a large company website

Alan@AlanAlan.com

VIEW PORTFOLIO:

[AlanAlan.com](#)

## **Pratt Institute**

Brooklyn, New York  
UX/UI Mobile Design Program  
Certificate, April 2021

## **UMBC**

Baltimore, Maryland  
Visual Communications  
B.A., May 1999

## **Prototyping & Whiteboarding Apps**

Figma  
Adobe XD  
InVision  
Whimsical  
Sketch

## **Web Technologies**

HTML  
CSS  
PHP  
JavaScript  
SQL

## **Design Apps**

Dreamweaver  
Photoshop  
InDesign  
Illustrator  
Procreate  
After Effects

## **Office Apps**

Google Workspace  
Microsoft Office  
Microsoft Access  
Keynote  
Filemaker Pro  
Google Analytics