

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 to create, I love solving problems, and I love collaborating with team members to achieve goals.

Work History

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. Clientele spans industries including, but not limited to, medical, active lifestyle, life coaching, tech, local community, and craft beer. Have helped many small businesses and clients have a web presence for the first time.
- 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 real estate focused start-up from ideation through beta launch and beyond. Creation of all screens, including product and website, as well as the logo, style guide, user flows and graphics. Collaborate with client, data, and development for optimal user experience and flow.

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.
- Due to Covid-19, the Studio Tour went virtual for 2020, which required a full site redo from hand-coded HTML/CSS/PHP to Wordpress using the Divi theme. Since re-launch, traffic to the website has averaged around 13,000 hits, with a high of 27,800 hits. Prior to re-launch, average traffic was 9,000 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 Washington and California.
- 10 solo shows, 14 group shows, 2020 Honorable Mention Award from CVG show (juried show open to Washington artists).
- Corporate and private clients.
- Branding creation and management for 17 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	WooCommerce
InDesign	LearnDash
AfterEffects	HTML5/CSS
Dreamweaver	Javascript
Sketch	Bootstrap 4
Adobe XD	Microsoft Office
Axure RP	SQL Databases
Squarespace	Mailchimp
Wix (Wix Expert)	

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