



# CARA SHEPARD

carashepard.com  
linkedin.com/in/cara-shepard  
shepardcm@gmail.com

## PROFILE

A creative and adaptable web designer with a zealous resolve to push past limitations and create high-quality designs that evoke feeling and promote authentic action.

## EDUCATION

### Web Design Diploma

The Art Institute of Pittsburgh  
Online Division | 2018  
Summa Cum Laude, 4.0 GPA

### Communication BA

The Master's University | 2003  
Summa Cum Laude, 3.9 GPA

## EXPERTISE

- HTML5
- CSS3
- SASS
- Bootstrap
- JavaScript
- jQuery
- PHP
- MySQL
- Liquid Template Language
- WordPress CMS
- Adobe Dreamweaver
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

## WEB DESIGN EXPERIENCE

Developed a variety of action-oriented websites while studying at The Art Institute of Pittsburgh, giving careful consideration to the needs of the client and the end-user's experience. Examples include:

### Retrospect Book Club

- Challenge: The client needed a secure, membership-driven website, where subscribed users could explore and select content.
- Solution: Built an engaging and interactive user-interface design, with login and account management, ensuring a secure, dynamic user experience for both prospective and subscribed members.

### Covenant Christian Church

- Challenge: The client perceived that their reputation was outdated; wanted a modern design that emphasized raw, authentic faith, with a clear invitation for users to attend services and events.
- Solution: Built a visually-engaging, informative website, featuring candid images, empathetic content, and a call-to-action invitation.

### A Family for Every Child

- Challenge: The company's current web presence was cluttered and difficult to navigate. Needed a simple design featuring images of children and easy-to-access adoption information.
- Solution: Drafted a complete overhaul of the site's design and information architecture. Crafted a clean, simplified presentation, featuring streamlined adoption information and engaging images.

## ADMINISTRATIVE EXPERIENCE

### Children's Ministry Director | Western Hills Church | 2008 - 2010

- Challenge: The executive pastor desired a marketing strategy to enhance program awareness and draw volunteers and families.
- Solution: Designed promotional brochures, videos, website, and training materials. Created a consistent and unified brand identity.

### Medical Biller and Collector | Pulmonary Associates | 2005 - 2008

- Challenge: The practice desired payment for services while retaining a positive relationship with patients who faced financial strain.
- Solution: Created a communication schedule and documentation strategy. Valued the patient and personalized their payment plan.