Sarah Beckum
Graphic Designer | Web Developer

Contact Information

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Professional Summary

Creative and technically skilled Graphic Designer and Front-End Developer with 15+ years of experience delivering visually striking, user-centered websites, brand systems, print designs, and digital experiences. Equal parts UI/UX designer and front-end developer, I specialize in creating seamless, responsive WordPress and custom web builds with a focus on usability, performance, and storytelling.

Adept at working across the full project lifecycle - from research and wireframing to design, development, and deployment - I collaborate with agencies, internal teams, and stakeholders to align business goals with impactful digital solutions. My toolkit spans branding, graphic design, user flows, design systems, accessibility, mobile-first development, and custom WordPress builds.

Currently focused on supporting creative agencies and marketing teams as a fractional design and development partner, bringing strategy, execution, and a keen eye for detail to every engagement. I thrive in fast-paced environments, love solving complex challenges, and enjoy pushing creative boundaries through design thinking, clean code, and strategic collaboration.

Education

Northwest College of Art + Design | Tacoma, WA
Bachelor of Fine Arts (BFA)
- Majors: Graphic Design and Fine Art
- Graduated: 2010

For full employment history, see Page 2.

Technical Skills

Web Design and Front-End Development
- HTML5, CSS3, JavaScript (ES6+), PHP
- Responsive, Mobile-First and Cross-Browser Design
- UI/UX Design, Wireframing and Prototyping (Figma, Adobe XD)
- Design Systems and Atomic Design Methodology
- Custom WordPress Development (Custom Themes, Elementor, WP Bakery, ACF)
- E-commerce Development (Shopify and WooCommerce)
- Accessibility (WCAG) and Performance Optimization

Visual and Graphic Design
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Branding and Logo Design
- Marketing Collateral
- Digital and Print Design
- Layout Design, Typography, and Color Systems

Project Management
- Agile and Waterfall Methodologies
- Jira, Teamwork, Asana
- Client Communication and Stakeholder Alignment
- Scoping, Planning and Cross-Functional Collaboration

Employment History

Web Designer and Developer | UX/UI Consultant
Self-Employed | 07/2024 - Present | Nashville, TN
- Provide fractional design and development support to creative agencies, marketing teams, and private brands.
- Design and develop responsive websites in WordPress and additional platforms, with a focus on clean UI/UX, accessibility, and performance.
- Support branding, UI audits, email design, and technical troubleshooting across a range of clients and industries.
- Manage full project life cycles: scoping, stakeholder collaboration, creative execution, and handoff.
- Blend design sensibility with development expertise to deliver polished, conversion-driven digital experiences.
- Recent work includes website redesigns, custom WordPress builds, marketing automations, UI/UX strategy, logo design and various graphic design projects.

Senior Web Developer and Designer
Krave Branding | 01/2024 - 02/2025 | Sioux Falls, SD
- Oversaw web design, development, hosting, and domain management.
- Lead custom WordPress website design and development with modern UX/UI principles.
- Designed branding materials across digital and print.
- Managed project timelines, scope, and deliverables in Teamwork project management software.
- Tracked scope changes and ensure billable work was documented.

Senior UI/UX Designer
High Tide Technologies | 11/2022 - 07/2024 | Nashville, TN
- Redesigned entire cloud-based SCADA application.
- Created user flows, wireframes, and interactive prototypes in Figma.
- Collaborated with developers to ensure seamless UI/UX Design integration.
- Conducted QA testing and validation before deployment.

UI/UX Designer and Developer
State of Tennessee | 11/2021 - 10/2022 | Nashville, TN
- Updated design for the Financial Aid System of Tennessee, improving its UI/UX for scholarship and grant management.
- Led front-end development, implementing modernized designs.
- Overhauled the Academic Program Inventory, transforming it into a user-friendly searchable database.

Marketing and Creative Director
ADVYON | 12/2018 - 11/2021 | Summerville, SC
- Directed branding, design, and marketing for clients.
- Created logos, websites, and print/digital marketing materials.
- Led a creative team, ensuring project execution and quality.

Freelance Graphic Designer and Web Developer
Self-Employed | 7/2017 - 11/2018 | Charleston, SC
- Designed and developed custom WordPress sites, branding, and marketing materials.
- Managed full project cycles from concept to delivery.

Co-Owner and Chief Creative Officer
Stingray Branding | 10/2014 - 6/2017 | Charleston, SC
- Co-founded and led a branding agency, developing logos, branding, and websites.
- Built custom WordPress themes and maintained brand strategies.
- Managed a creative team, ensuring quality and consistency.

Senior Graphic Designer and Web Master
Charleston JCC | 04/2014 - 08/2015 | Charleston, SC
- Designed marketing materials for events and programs.
- Managed the community center's website, ensuring accessibility and engagement.

Marketing and Business Development
Rick Hendrick | 11/2012 - 4/2014 | Charleston, SC
- Roles: Area Marketing Director, Business Development Representative
- Led marketing for the service department, designing ads, coupons, and promotions.

Webmaster and Interactive Developer
724 Factory | 09/2011 - 02/2012 | Sioux Falls, SD
- Designed graphics, layouts, and custom WordPress themes.

Design Intern to Contract Graphic Designer
The Ogden Group | 04/2010 - 02/2011 | Kingston, WA
- Designed logos, websites, and digital assets for Drupal-based web development.