



SARA TINNICK

EDUCATOR & INSTRUCTIONAL DESIGNER

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PROFILE

Sara is a passionate Educator turned Learnign & Development Manager with over 18 years of experience in visual and curriculum design. She currently works at the DEO, the dental industry's leader in business education for dental entrepreneurs. In this role, she has help foster and mentor a team of designers to create a dynamic community where learning and collaboartion is valued. Her current role encompasses branding, marketing, curriculum design, and project management.

EDUCATION

- 2018 - 2022**
Doctor of Education: eLearning Program
Northcentral University GPA: 4.0 ABD
- 2019 - 2020**
Certificate: UX Principles for AR/VR
NYU Tandon School of Engineering
- 2016 - 2018**
Master of Science: User Experience Design
Kent State University GPA: 4.0 - Summa Cum Laude
- 2015 - 2016**
Master of Fine Arts: Media Design
Full Sail University GPA: 4.0 - Summa Cum Laude & Valedictorian
- 1999 - 2003**
Bachelor of Arts: Graphic Design
Seton Hill University GPA: 3.83 - Magna Cum Laude

MEMBERSHIPS

International Society for
Technology in Education

International Society of
Female Professionals

PA Association for Educational
Communications & Technology

Online Learning Consortium

Interaction Design Foundation

VR/AR Association

American Institute of
Graphic Arts

Kappa Delta Pi:
International Honor Society
in Education

Golden Key International
Honour Society

Learning & Development Manager

2021- Present

Dentist Entrepreneur vOrganization | Remote

Responsible for leading the creation of educational curriculum for dental leaders, including planning, scoping, and project management of all virtual and live solutions; creation and management of all branding for curriculum and program identities; hiring, mentoring, developing, and managing a team of instructional and graphic designers.

Assistant Professor

2015 - 2022

Seton Hill University | Greensburg, Pennsylvania

Responsible for program development and deployment of in-person and online coursework for both traditional students and continuing education/adult students; student advising; instruction of in-person and online courses.

Instructional Design Consultant

2020 - 2021

The Westmoreland Museum of American Art | Greensburg, Pennsylvania

Collaborated with the museum to develop a learning management system to provide educational resources to remote students; creation of multiple modules aligned with state and national educational standards.

SOFTWARE

Adobe Creative Cloud:

Acrobat
AfterEffects
Animate
Audition
Dreamweaver
Illustrator
XD
Photoshop
InDesign
Lightroom
Premiere Pro
Premiere Rush

Microsoft Office Suite

HTML & CSS

Figma

Sketch

Asana

Airtable

CONTACT

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LOCATION : Pittsburgh, PA

EMPLOYMENT HISTORY

(CONTINUED)

Owner

2019 - Present

Hustle Design | Pittsburgh, Pennsylvania

Small business owner specializing in custom vinyl, web design, graphic design, photography, animation, and social media promotion.

Program Head

2007 - 2017

Bradford School | Pittsburgh, Pennsylvania

Responsible for instructing Macintosh concepts, typography, color theory, electronic drawing, page layout, history of graphic design, introduction to production, multimedia, transmedia, animation, UX/UI, social media, and portfolio development courses. Daily work includes coordinating the various design programs with the admissions, accounting, and placement departments. Also responsible for implementing necessary changes to keep the programs in compliance with technological, national, and state standards.

Senior Artist

2005 - 2007

ADVO Inc. | Pittsburgh, Pennsylvania

Responsible for creation of direct mail marketing pieces from simple customer changes to complete creation of complex ads from rough art; preflighting customer supplied ads to ensure they meet company graphic standards; creation of AppleScripts that eliminate repetitive tasks and streamline Graphics Print production; troubleshooting technical problems on the Macintosh platform; supervising second shift desktop artists; tracking jobs through desktop, ensuring they meet deadlines; resolving personal and professional conflicts; managing workflow throughout the department; troubleshooting technical problems on the Macintosh platform.

Desktop Artist

2004 - 2005

Tribune Review Newspaper | Pittsburgh, Pennsylvania

Responsible for creation of advertisements for local area newspaper, including new proof ads, changes to previous ads, and scripting of ads. Also responsible for ad placement and pagination of several newspapers on press nights and outside jobs as needed.

EDUCATIONAL EXPERTISE & THEORIES

- Andragogy/Adult Learning Theory
- ADDIE Model
- Bloom's Taxonomy
- Curriculum design, development, implementation, and revision
- Design Thinking
- SAM Model