

Cristina Sullivan

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EXPERIENCE

SAS – Cary, NC

May 2025 – Present

Learning Design and Development Technical Intern

- Develop AI-generated instructional videos using command prompts, edited with Camtasia and Adobe Premiere Pro, for internal learning platforms and public-facing content on YouTube and SAS website.
- Collaborate on the creation of accessible learning products for SAS software users, incorporating instructional design, graphic/web design, and video production best practices.
- Create and maintain VTT and HTML files utilizing Adobe Dreamweaver to meet accessibility standards (e.g., closed captions, transcripts).
- Build, design, and test interactive learning content using Articulate Rise, ensuring consistency with SAS brand standards and usability expectations.
- Assist in filming educational content in collaboration with on-camera talent and production teams using professional-grade studio equipment.
- Collaborate with a cross-functional team of designers, developers, and instructional experts to deliver high-impact educational content for users.
- Designed and presented a project board at the SAS Intern Expo, showcasing outcomes that highlighted the intersection of design, learning, and brand storytelling.

UNC College of Arts and Sciences – Chapel Hill, NC

August 2023 – May 2025

Website Development Assistant

- Collaborated within a team environment to design, develop, and maintain WordPress websites ensuring alignment with brand standards and user experience best practices.
- Utilized proficiency in HTML, CSS and Bootstrap to customize WordPress themes and plugins, optimizing site functionality and performance.
- Conducted thorough testing and debugging to identify and resolve issues, ensuring websites were error-free and met university branding, quality and accessibility standards.
- Implemented responsive design principles to ensure websites functioned seamlessly across various devices and screen sizes, enhancing accessibility and usability.
- Leveraged design tools such as Adobe Photoshop, Illustrator, XD and Figma to create detailed mockups and wireframes, providing visual representations of website layouts and features.

SKILLS

Marketing & Content Creation: Social Media Management, Content Strategy, Campaign Planning, Brand Development, Copywriting, Graphic Design, Video Production, Photography, Storyboarding, Analytics, User Experience (UX)

Technology & Tools: Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects, XD), Procreate, Figma, Camtasia, Articulate Rise, WordPress, HTML/CSS, Microsoft Office Suite (Word, Excel, PowerPoint), Python, SQL

Other: Data Analysis, Survey & Focus Group Research, Accessibility Compliance, Usability Testing, Project Management, Organization

Languages: Spanish – Conversational speaking; fluent in reading and comprehension

EDUCATION

University of North Carolina at Chapel Hill – Chapel Hill, NC

May 2026

Bachelor of Science in Information Science

Bachelor of Arts in Journalism and Media (Advertising and Public Relations concentration)

- GPA 3.8/4.0 | Honors: Covenant Scholar; Dean's List (all semesters)