

Sara J. Kubik

Tel: (269) 612-8288

E-mail: sarakubikphd@gmail.com

2560 E Deerfield Rd.

Mt. Pleasant, MI 48858

LinkedIn: <https://www.linkedin.com/in/sara-kubik-101ab24a/>

Blog: <http://sarakubikphd.com>

Twitter: @sarakubik

Summary: I am a highly educated non-traditional person that has deep technical skills. I have an eclectic background that spans technology, law, privacy, marketing and communications. Most recently, I have been called a legal futurist.

Degrees

Ph.D., Technology, Purdue University

Dissertation topic: a mixed methods (quantitative and qualitative) usability study of older adults' uses of mobile technology

J.D., Law, Western Michigan University Thomas M. Cooley Law School

I sat for the February 2018 Illinois Bar Exam and am awaiting the results.

M.B.A., dual degree in Marketing and Management, University of Miami

B.A., Graphic Design, University of Notre Dame

Legal Work History

2017

Help the Lawyers, LLC

Owner

Services include legal marketing and design (e-mail newsletters, infographics, brochures, UX/UI design of desktop and mobile platforms, etc.), SEO best practices, data analytics, development of artificial intelligent chatbots using natural language processing, marketing automation, event marketing, and customer relationship management technology training. Law firm clients have been small firms practicing in the areas of family law, appellate, and probate.

Media Coverage on Help the Lawyers:

FastCompany: <https://www.fastcoexist.com/3068085/the-twitter-organizing-that-is-backing-up-the-lawyers-fighting-trumps-travel-ban>

Clio: <https://www.clio.com/blog/help-the-lawyers-tech/>

Geekwire: <http://www.geekwire.com/2017/help-lawyers-uses-social-media-support-immigration-attorneys-offering-legal-services-detainees/>

National Law Journal: <http://www.nationallawjournal.com/id=1202778013368/Lawyers-for-Detainees-Get-Help-From-a-Hashtag>

Other Work History

2011- 2016

Central Michigan University

Professor in the department of Journalism

I taught both lecture and lab-based classes to journalism, advertising, and public relations majors. Content included design, usability (UX/UI), marketing, journalism, public relations, intellectual

property law, 3d printing, and future technologies. My research was mainly quantitative data analyses and exploration of digital imagery. The tools I used were SPSS, Microsoft Excel, and the Adobe Suite.

2009- 2011

Texas Tech University

Professor in the department of Electronic Media and Communications

I taught both lecture and lab-based classes to mass communication majors. Content included electronic media, design, usability (UX/UI), marketing, journalism, and public relations. My research was mainly quantitative data analyses and usability studies of technology. The tools I used were SPSS, Microsoft Access and Excel.

2001-2009

Purdue University

Professor in the department of Computer Graphics Technology, Researcher in Industrial Technology

I taught lab-based classes including geometric modeling, raster imaging, vector imaging, technical sketching, multimedia, programming. I worked on various quantitative and qualitative research projects using SPSS, Microsoft Access, Excel, SQL Server/SSMS, and XML.

1999-2001

Fairfield Manufacturing Co., Inc.

Marketing Communications Manager

I worked in a managerial role guiding teams consisting of marketing, sales, service, engineers and third-party content creators. I managed the marketing communications budget and oversaw development of (including UX/UI aspects pertaining to) three company websites. I produced printed product catalogs and service manuals, led the trade show coordination for up to eight tradeshows per year, coordinated and created direct mail marketing campaigns targeted for existing business-to-business clients before tradeshow appearances, and managed the advertising schedule and media placement in print and online magazines. I was in charge of B2B mass market packaging designs and B2C industrial packaging designs for automotive manufacturing products.

1998-1999

Heritage Industries

Product Manager and Designer

I created technical sketches and new designs for private-label Kenneth Cole goods including luggage, portfolios, wallets, backpacks, and attaches. I worked with international manufacturers from China, India and Sri Lanka regarding the product development phase through the finishing and delivery phases.

1996-1998

Buddy Products

Marketing Manager

I worked in a managerial position supervising marketing assistants. I Organized monthly direct mail campaigns sent to target audience and prospective clients, implemented new product launches (including photography, press releases, design of packaging, advertising, and sales promotions), created mass merchandising product aides ranging from clip-strips, floor standing corrugated displays, plannograms and end-cap creation for proposed customers, and designed mass market packaging for computer accessories, cash boxes, key cabinets, humidors. My event planning focused on 12 yearly US and international tradeshows.

Technical Skills and Software Proficiencies

Design: UX, UI, Usability Studies, Adobe Acrobat, Adobe Dreamweaver, Adobe Flash, Adobe Illustrator, FreeHand, InkScape, Adobe InDesign, Quark Xpress, Adobe Photoshop, Gimp, Audacity, Camtasia, MovieMaker, MeshMixer, Rhino, TinkerCAD, 123D CAD, WordPress

Programming/Dev: Python, HTML, CSS, XML, JavaScript, IBM Watson, Mode.ai

Marketing /Analytics: SPSS, Google Analytics, Twitter Analytics, Mail Chimp, Sprout Social, Buffer, Hootsuite

Legal: Bloomberg Law, Lexus Nexus, Westlaw Next, RocketLawyer, FastCase, Casetext, Clio

Misc: Tableau, Microsoft Office (Word, Excel-including pivot tables, PowerPoint, Outlook, Visio, Access), Google Docs

Select Legal Publications, Presentations, Writings

Kubik, S. (March 13, 2018). A Plain Language Post about Cryptojacking (that anyone can understand). Personal blog: <http://sarakubikphd.com/index.php/2018/03/11/plain-language-cryptojacking-post/>

Kubik, S. (May 1, 2018). Building My First Chatbot. Personal blog: <http://sarakubikphd.com/index.php/2017/05/01/building-first-chatbot/>. Working chatbot on this page that estimates child support for non-custodial parents living in Texas.

Kubik, S. (Jan., 2017). What You Should Know about Fog Computing. *The American Bar Association's Law Technology Today*. (<http://www.lawtechnologytoday.org/2017/01/fog-computing/>)

Kubik, S. (July, 2016). High Speed Internet Access is Not a Basic Right. *The American Bar Association's Law Technology Today*. (<http://www.lawtechnologytoday.org/2016/07/high-speed-internet-access-not-basic-right-2/>)

Kubik, S. (November 13, 2015). Photographs as Evidence: How to Work with Print and Digital Images. *The American Bar Association's Law Practice Today*. (<http://www.lawpracticetoday.org/article/photographs-as-evidence-how-to-work-with-print-and-digital-images/>)

Kubik, S. & Rodriguez, A. (Oct. 2015). What to do about juror misconduct
Written for the American Bar Association's *Law Technology Today*.
Re-printed in the winter, 2016 issue of the Wyoming Trial Lawyers Association *The Coffee House*.

Kubik, S. (May 2015). Reflecting on my first ABA TECHSHOW, *ABA TECHSHOW Blog*
(<http://www.techshow.com/2015/05/reflecting-on-my-first-aba-techshow/>)

Kubik, S. (2014). Spotting Manipulation in Digital Photographs. *Michigan Bar Journal*. 93(9) 54-55.

Kubik, S. (2013). The Manipulation of Digital Images and Their Uses in the Media and Courts of Law. *Paper Presentation at the Michigan Academy of Science, Arts, and Letters Annual Conference*, Holland, Mi.

Professional affiliations

Aug 2015 - present American Bar Association: Cyberspace Law Committee, Family Law Section, Litigation Section

Aug 2016 – Aug 2017 Michigan Bar Association: Family Law Section, Litigation Section