

**SKILLS** Figma, Adobe XD, Wireframing, Prototyping, Interaction Design, Information Architecture, HTML, CSS, Responsive Web Design, eCommerce, SaaS, Mobile, Strategy, Process, JIRA, Usability Testing, Qualitative & Quantitative Testing

**WORK EXPERIENCE****Senior UX Designer****Wellness Coach** | B2B SaaS Cross Platform Start-up

December 2021 - June 2022 | Remote

- Gathered intake for features using Google Sheets. Organized and prioritized intake in Figma.
- Created sitemaps, information architecture, wireframes, interactive prototypes, and high fidelity interfaces for responsive web, mobile app, Teams and Zoom app.
- Conducted quality assurance testing across all apps
- Built and maintained Figma design system. Created responsive and scalable components.
- Conducted competitive analysis to inform decisions on app restructure and redesign.

**Design Director****AiR Everywhere** | B2B & B2C Mobile Augmented Reality Start-up

June 2021 - November 2022 | Remote

- All responsibilities from former User Experience Designer role
- Directed the creative vision across all touch points from product to marketing

**User Experience Designer****AiR Everywhere** | B2B & B2C Mobile Augmented Reality Start-up

May 2018 - June 2021 | Kent, Ohio &amp; Remote

- Third employee, established product design and brand identity for print and digital experiences
- Continuously iterated, wireframed, prototyped, created high fidelity designs for augmented reality app in Adobe XD and game engine Unity
- Conducted moderated and unmoderated quantitative and qualitative usability tests
- Designed and maintained a design system and component library in both Adobe XD and Unity
- Mapped user journeys, created user flows, and conducted market research for our personas
- Built and managed the company website in Wordpress
- Gave artistic direction to contracted 3D artist to complete the vision for featured app video.
- Influenced course correction of strategic direction and saved thousands of dollars in design and development efforts
- Created concept art for augmented reality experiences
- Contributed to product strategy and timeline in JIRA

**Digital Graphic Designer Specialist****Proforma** | B2B Support Center & Design Agency

June 2017 - April 2018 | Independence, Ohio

- Designed, coded in HTML & CSS, and scheduled internal and external company emails
- Designed print marketing assets and collaborated with the team to create promotional product marketing campaigns
- Wrote monthly blog posts for our franchise owners to share
- Created and edited marketing videos through Adobe Premiere and Adobe After Effects

**Lead Web Graphic Designer****216digital** | B2B eCommerce Design & Development Agency

August 2015 - June 2017 | Twinsburg, Ohio

- Designed responsive eCommerce websites in Adobe Photoshop and Wordpress
- Created social media ads, PPC ads, and affiliate marketing ads
- Brainstormed topics and headlines for SEO content writers
- Performed outreach for SEO blog articles
- Managed the social media strategy and paid advertising for one of our largest clients
- Built email templates in Mailchimp and scheduled campaigns
- Shot and edited product photography for eCommerce clients



WORK EXPERIENCE

**Web & Creative Assistant**

**Kent State University** | University Communications and Marketing Web Team  
July 2013- May 2015 | Kent, Ohio

- Participated in website redesign, migrated content to new content management system
- Engaged in hands-on research, observed high school focus groups, performed usability tests
- Designed custom infographic icons
- Resized hundreds of images to make them web-friendly

**CEO & Designer**

**Sarah Yeager Media LLC** | Freelance Web & Graphic Design  
January 2012 - Present | Kent, Ohio

- Established brand identities for several brands, including international brand “wedoWE”
- Design and develop Wordpress websites
- Create branded digital and print assets

EDUCATION

**Interaction Design Foundation**

2019 - 2020

**Kent State University**

**Bachelor of Arts - Major in Visual Communication Design - Minor in Photo Illustration**  
August 2011 - May 2015 | Ohio, United States

COMPETITIONS & EVENTS

**Fashion/Tech Hack-a-thon**

**Mentor & Teacher**  
2018

**Weapons of Mass Creation Festival**

**Speaker**  
2017

**Hack Battle New York**

2016

**Fashion/Tech Hack-a-thon**

2015

Competed with a team of developers and marketers to create a security wearable, “EmpoweRing”. EmpoweRing won “Most Aesthetically Pleasing Design” and “Most Market Ready Product”.

**Hack Battle Amsterdam**

2015

Competed with developers to create “Zeef Muse”. We connected Deezer and Zeef APIs to compile a Deezer music library that creates an organized Zeef life page based on library’s music genres. Zeef Muse won an API award from Zeef.