SARAH YEAGER
FULL STACK USER EXPERIENCE DESIGNER

Stow, OH, USA

330-808-3999
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sarahyeager.com

SKILLS

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

ABOUT

An Experience Innovator: Has a deep understanding of methodologies and can work throughout all phases of design thinking and process such as conceptual design, A/B testing, storyboards, user journey mapping, persona/scenario development, user task/interaction flow diagrams, information architecture, wireframes, prototypes, and high fidelity design.

A Visual Conceptor: Create conceptual sketches to communicate design ideas as well as detailed design specifications for the finished product. Ensure brand standards with an attention to detail are appropriately integrated into all final designs to deliver a consistent experience.

A Customer Advocate: Help identify user research needs and participate in immersive user research, A/B concept testing, and usability testing. Continuously seek and integrate user feedback and test results to optimize solutions. Conduct quality assurance testing to ensure quality design experience.

A Natural Collaborator: Work with multiple functions, including product owners, developers, and UX peers throughout the product life cycle, seeking frequent feedback and integrating multiple considerations. Comfortable working in an agile environment using Kanban and Scrum methodologies.

A Strategic Thinker: Comfortable presenting, gathering, collaborating on feature requirements. Identify and prioritize business and user goals to develop a holistic product perspective and to help drive strategic decisions.

WORK EXPERIENCE

Senior UX Designer
Wellness Coach | B2B SaaS Start-up
December 2021 - June 2022 │ Remote

• Gathered and prioritized feature requirements, user goals, and business goals
• 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 & 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

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WORK EXPERIENCE

Digital Graphic Designer Specialist

Proforma | B2B 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

Lead Web Graphic Designer

216digital | B2B eCommerce Design & Development Agency
August 2015 - June 2017 | Twinsburg, Ohio

• Designed pixel-perfect responsive eCommerce websites in Adobe Photoshop
• Designed home pages, product pages, category pages, check-out flows, landing pages, mega menus
• Designed fully responsive websites using Avada theme in Wordpress
• Built email templates in Mailchimp and scheduled campaigns

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

EDUCATION

Interaction Design Foundation

2019 - 2020

Kent State University

Bachelor of Arts - Major in Visual Communication Design
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

Won "Most Aesthetically Pleasing Design" and "Most Market Ready Product"

Hack Battle Amsterdam
2015

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