

Sarah Keast

UX UI Designer / Illustrator
Toronto, CANADA

Contact

sarah.keast1@gmail.com
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Portfolio

sarahhkeast.com

Skills

Design

UX/UI
Illustration
Product
Packaging
Print/Editorial
Interactive Objects

Technical

Whiteboarding
User Journey Mapping
UX Research
Wireframing
Figma
Sketch
HTML and CSS
Arduino/Processing language
Zeplin
Adobe Suite
MS Office Suite
Procreate
Print

Work Experience

Konrad Group - Experience Architect & Team Lead

June 2018 - Current

- Managed a team of 5+ designers
- Conducted yearly employee reviews covering actionable feedback and promotions
- Mentored interns & junior team members and planned goal setting sessions to help improve and build skills
- Lead weekly team standups covering project status' and team building exercises
- Developed custom UX/UI designs to facilitate increased productivity for several major corporations such as Deloitte, SoulCycle, Canopy Growth, EQ Bank, Moneris and Cadillac Fairview
- Lead design teams for multiple projects across the agency. Organized team standups and retrospectives, lead client discussions, and collaborated with team members on crucial design decisions.
- Conducted strategy meetings with several senior executives of a major accounting firm based in the United States
- Entrusted with the task of conducting candidate interviews by reviewing portfolios and administering design tests
- Provided effective coaching and development of junior staff
- Taught Illustration classes for UI BrainStation training courses
- Organized and ran multiple student CoLabs
- Speaker at student information sessions and at conferences for design industry. Discussed portfolio development, interview expectations, and succeeding in the industry
- Fostered a positive work environment by leading paint nights for team socials

Royal Bank of Canada - Intern Graphic Designer & UX/UI Designer

June 2015 - May 2018

- Worked on projects for various clients within the bank, such as RBCnet, Law Group, Insurance, and Community Hub
- Collaborated with Project Leads and Technical Teams
- Volunteered as a Design Lead for multiple hackathons hosted by RBC

Freelance Experience

Selima Optique

April 2020 - June 2021

- Conducted a complete UX/UI audit and integration with Shopify
- Created a complete design system using updated Figma tools (variants, auto layout etc).
- Created mobile designs for the current site

Meals TO Heal

April 2020 - August 2020

- Developed brand strategy and designed guidelines for the charity's social media platforms, printed content, and website

Education

Hon. Bachelor of Design

York University/Sheridan College

2014 - 2018

Interests

Painting / Drawing

Boxing / Cycle Fit

Photography / Travelling

Cooking / Baking