SARAH NELSON

UI/UX Designer

Innovative, ambitious and hard-working - no challenge is too big or small for me. I pride myself on my ability to deliver every piece of work to a high degree of quality. Constantly improving and adapting, I stay on top of trends and take every opportunity to learn from others around me. I love to seek the bigger picture, future-proofing my ideas, concepts and designs so that they are bringing a consistent, fresh and highly useable look forward.

EXPERIENCE

2019-2020

Flight Centre

UI/UX Designer

8 months

Designed features for FlightCentre.com.au as part of a large design team, while simultaneously implementing a consistent brand under a unified style guide.

- "Top 50 Travel Experiences" digital campaign design
- New Membership Platform landing page design
- Domestic "Point to Point" Flights landing page design
- Sticky call-to-action bar on SKU pages
- Personalisation strategies and retargeting campaigns
- Enquiry form header redesign
- Multi-city flight form design on the enquiry form
- Email/Phone validation on the enquiry form
- Flight Centre NZ Brochures page design

2018-2019

Freelance Designer

4 months

UI/UX Design

- **Castellan**: *Luxury apartment management software startup.* User interface and interactive prototype design for their app.
- **FabrikCNC:** *CNC machine startup.* Website design and Wordpress development of their landing page.
- **FlightSuit:** *Corporate travel booking software startup.* Created interactive high fidelity prototypes in Sketch and used Zeplin to share designs with the team.

Branding Design

- **Castellan:** Luxury apartment management software startup. Refreshed their existing logo and created a colour palette.
- **EarthOffset:** Earth sciences startup. Created a logo which symbolised the combination of nature and technology.

2017-2018

ThoughtWorks

Experience Designer

1 year 3 months

Provided customer-centric design solutions to clients at a variety of institutions using lean and agile methodologies and principles.

- **Large Financial Organisation:** *Finance, insurance and banking corporation.* Was part of the redesign of their multi-brand style guide. Brisbane, Australia.
- **Apia:** *Australia's largest insurance provider for over 50's.* Was highly involved in the redesign of their customer-facing site. Brisbane, Australia.
- **QikKids:** *Australia's leading childcare management software.* Participated in a one week inception and conducted user interviews and card-sorting exercises with Childcare Centres for the redesign and replatform of their childcare management system. Brisbane, Australia.
- **NAB:** *One of the "Big Four" banks in Australia.* Ran a User Journey and Empathy Mapping session for 20+ people as part of a new project kick-off. Helped facilitate a week long Inception as part of another project kick-off. Melbourne, Australia.
- **DES:** *Department of Environment and Science, Queensland Government.* Designed high and low fidelity wireframes and UI for a soil sampling application. Ran a one day workshop to facilitate a swift delivery of work and to ensure that all stakeholders were involved and on the same page as to expected outcomes. Brisbane, Australia.
- **Mr Cooper**: *One of the largest home loan servicers in the United States.* Designed a payoff quote feature for their customer-facing website. Dallas, Texas, USA.
- **Caterpillar:** *Construction machinery and equipment company.* Handled the presentation of notes and findings from a one week inception. Brisbane, Australia.
- **oOh Media:** *Out of home advertising company.* Product Design work on their internal billboard management software. Sydney, Australia.

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EXPERIENCE

2015-2017

ThoughtWorks

Software Developer

2 years 5 months

Graduate Software Developer at a global software consultancy.

- **Training Program:** Five weeks in Pune, India on how to deliver software to a high standard of quality in accordance with client and business needs. Java, Spring Framework. Pune, Maharashtra, India.
- **Dominos:** *A multinational pizza restaurant chain.* C#/.Net work on Sharepoint CMS franchisee software. Brisbane, Australia.
- **Smartcap:** *A fatigue monitoring wearable device.* Worked on an Android App written in Java that integrated with an EEG sensing cap used by mining vehicle operators. Brisbane, Australia.
- **Bike Blackspot:** *A Greens party initiative by Scott Ludlam.* Landing page design in HTML/CSS and IOS app development work. Brisbane, Australia.
- **Large Financial Organisation:** *Finance, insurance and banking corporation.* Icon generation system written in NodeJS and GruntJS for a multi-brand style guide. HTML and CSS/LESS development work on building out components and features for said style guide. Brisbane, Australia.

2012-2015

Freelance Designer/Developer

- **Springbrook Mountain Products:** *Luxury Australian-based personal care items.* Designed and developed their website in Wordpress.
- **iSpiMi:** *Lead management startup specialising in deals.* Android Native app design utilising Anrdoid Material Design Guidelines, custom logo design and Wordpress website design.
- **Inkspired:** *A global community of writers and readers.* Interned as a designer and front end developer on a Wordpress website.

The University of Queensland

- IT Tutor at Grace College, UQ.
- UQ Exchange Ambassador and tour guide to incoming exchange students.
- ICT Ambassador at UQ Open Day and Careers Expo.

Personal

- Developed first portfolio website in HTML/SASS/AngularJS.

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EDUCATION

2012-2014

The University of Queensland, Australia
Bachelor of Multimedia Design - GPA 6.2

Exhibitions

- Physical Computing and Interaction Design Studio Exhibition at The Edge, State Library of QLD.
- Social and Mobile Computing Showcase.

COMMENDATIONS/ACHIEVEMENTS

2014

Best Social and Mobile Project at the Social and Mobile Computing Showcase.

2012

Received the Dean's Commendation for High Achievement Award in both semesters.

INTERNATIONAL EXPERIENCE

Dual US/Australia Citizenship.

2018

Designed a payoff quote feature for Mr Cooper, the largest privately owned home loan company in the US for ThoughtWorks. Dallas, Texas, USA.

2015

Five weeks' training in India as part of ThoughtWorks' Graduate Software Developer program.

2013

Semester abroad at the University of Leeds as part of the University of Queensland's Exchange Program.

EXTRA-CURRICULAR/OTHER

2016-2018

Mentored at Women Who Code Brisbane. Attended numerous networking events on behalf of ThoughtWorks.

2019

Spoke at a panel for Women in 3D Printing for my work in 3D printed accessory design.

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SKILLS

UI DESIGN

- Sketch App
- Invision
- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- Abstract
- High and low fidelity UI
- Interactive Prototyping
- Wireframes
- Zeplin
- Design System/Style Guide Management

UX DESIGN

- Design Thinking
- User Journey Mapping
- Service Design Blueprinting
- Empathy Mapping
- User Testing
- User Research
- Process Flows
- Prototyping
- Workshop Facilitating
- Usabilla Customer Surveys
- Google Analytics
- Collaborative Sketching

DEV SKILLS

- HTML
- CSS/SASS/LESS
- Javascript
- NodeJS
- AngularJS
- CMS
- GIT
- Java
- Unit Testing

PERSONAL SKILLS

- Communication
- Client relationship management
- Stakeholder engagement
- Organisation
- Teamwork
- Facilitation
- Enthusiasm
- Leadership

AGILE PRINCIPLES

- Standups
- Project Estimation
- Sprint Cycles
- Story Cards
- Developer Handovers
- Inceptions
- Discoveries
- Project Kickoffs

AGILE TOOLS

- Jira
- Confluence
- Trello
- Bitbucket

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