SARAH JOMAA

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**Gap Year/Pandemic Delays**

*July 2019 – June 2021*

* Took a gap year to travel, see family overseas, and evaluate exactly what position I’d like to pursue and which company would fit my career goals best. This then coincided with the beginning of the global pandemic.

**Internship – UX Digital Discovery Fellow**

*Office of Technology Transfer, University of Michigan / March 2018 – June 2019*

* Identified and tackled pain points in client designs to generate use cases and create polished, exceptional prototypes.
* Guided clients through the early development process of creating their digital technology, including speaking with investors and conducting user interviews.
* Scheduled and led client meetings (e.g. kickoff meetings, project follow-ups).
* Utilized Balsamiq and Proto.io to create low and high fidelity wireframes and interactive clickable compositions.

**UX Team Lead**

*Kent District Library, University Capstone Project / September 2018 – May 2019*

* Led the team in designing, conducting, then synthesizing UX research in the form of usability surveys, paper prototypes, competitive analysis, A/B testing, heuristic evaluation, and evaluation of analytics data.
* Created low and high fidelity wireframes, site maps, user personas, a comprehensive interactive composition, art assets, and more, that incorporated our research as well as client needs and constraints.
* Managed team deadlines, organized tasks, and acted as liaison with our client and our supervising faculty in weekly meetings to keep the project running smoothly and efficiently.



**OBJECTIVE**

**EXPERIENCE**

**LANGUAGES**

English – Native

Arabic - Fluent

**Associate Specialist UX Designer**

*Ally Financial / Detroit, MI / July 2021 - Present*

* Building net new experiences in auto financing, insurance, and vehicle auctioning services, which increased in sales by 63% from the beginning of the year as a direct result.
* Transforming extremely outdated flows into clean, modern experiences that were received very well in user testing with customers, who indicated they were much more likely to use the product as a result of the redesign.
* Collaborating everyday with project owners, developers, quality engineers, content writers, UX researchers, and legal/risk compliance to deliver creative and delightful solutions to business needs while keeping within constraints.
* Independently managing workflow and deadlines on two to four agile teams at a time as the lead UX Designer.
* Relentless in keeping an inclusive, empathetic mindset to create accessible design solutions that not only meet WCAG 2.1+ accessibility standards, but exceed them.

As a UX Designer, my goal is to bring the most innovative, thoughtful, and intuitive designs to my users. I advocate for customers so they are represented in the product development cycle, while building and maintaining positive relationships across departments and stakeholders. My background in art and design not only gives me the creative edge to do that, but has trained me to value and seek feedback as well. I firmly believe I would make a great addition to your company and your team.

**Design**

Photoshop **|** Illustrator **|** Sketch **|** InVision | Figma **|** Balsamiq **|** Adobe XD **|** Mural **|** Miro

**Organization & Workflow**

JIRA **|** Gemini **|** Confluence **|** Trello

**Foundational Programming**

Python **|** HTML5 **|** CSS **|** Git **|** Bootstrap

**EDUCATION**

**B.S. in Information Science**

Minor in Art & Design

University of Michigan, Ann Arbor 2014 – 2019

**Focus Areas**

* UX/UI Research & Design
* Color theory
* Graphic design

[Sarah Jomaa | Portfolio](https://sarahjomaa.github.io/)



**SKILLS**

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