

SARA NIEMELA

UX / UI Designer

American UX/UI Designer based in Amsterdam, Netherlands with experience working on international websites for a range of users across desktop and mobile platforms. Currently designing solutions at Booking.com.

CONTACT

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EDUCATION

Visual Communication Design
Eastern Washington University
June 2015 • Washington, USA

SKILLS

Interaction Design
UX Design
App Design
Responsive Web Design
HTML & CSS
Layout & Typography
Graphic Design & Brand
Product Strategy
User Research Methodologies
A/B Testing
Data Driven Design
End to End User Flows
Prototyping
Wireframing
Agile/Scrum

TOOLS

Figma
Sketch
InVision
Adobe Creative Suite
Illustrator
Photoshop
InDesign
Google Suite
GitLab
Command Line
Useresting.com
UserZoom

ADDITIONAL INFO

Other name: Sara Weinand
Citizenship: USA
Residence: Netherlands
Languages: English
Date of Birth: 20-02-1993

EXPERIENCE

UX Designer, Booking.com

May 2017 - Present • Amsterdam, Netherlands

I'm a data driven end to end designer responsible for idea generation and exploratory user research, UI design and concept validation. Keeping the user at the center of everything I do, I deliver solutions to complex user problems across multiple platforms.

- Collaborate with product owners to define product scope, roadmaps, and execution strategy.
- Research and understand users intent and behaviors as well as validate ideas through qualitative and quantitative data.
- Deliver wireframes, prototypes, and high quality design solutions
- Collaborate closely with with developers, product owners, copywriters, researchers, and marketing managers.

Web Design Specialist II, CDK Global

January 2016 - April 2017 • Seattle, Washington

I create clean designs and write polished code to meet the needs of CDK's niche client base. In my position at CDK, I work collaboratively with other designers, developers, and marketing teams to produce human-centered results. *This position was originally contracted though Apex Systems.*

- Write and edit front-end code including HTML/CSS/JS (jQuery) by building new websites using an in-house CMS
- Deliver interactive visual designs that are user focused and meet the objectives of our customers in a timely manner
- Actively contribute to the improvement of implementation by collaborating with various teams at CDK to streamline our approach and communication across departments
- Check for quality assurance throughout new site builds to ensure clients were receiving quality product from the first phase of their relationship with the company

Web Design Coordinator, Community Indicators Initiative (CII)

June 2014 - June 2015 • Spokane, Washington

As the lead designer for the CII, I designed multiple websites, newsletters, and identity brands for communities across eastern Washington. The communities involved include Spokane county, Benton & Franklin counties, and Walla Walla county.

- Designed lo-fidelity website mock-ups and presented them to a board for approval
- Formatted data visually in order to guide users though the digestion of information
- Worked with clients, web developers, and data analyst to better understand how to display and format data for users
- Participated in meetings with a board of directors to provide design insight and receive critique regarding new website designs