

Sarah Rae

Content Designer | Toronto

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Work Experience

January 2022–Present | [HubSpot](#) | Toronto, Canada

Content Designer

- Establishing content strategy and guidelines for Service Hub
- Contributing to design for HubSpot's help desk experience

May 2021–December 2021 | [\[24\]7.ai](#) | Toronto, Canada

Conversation Designer

- Designed and implemented conversational interfaces for clients including Marriott International and United Airlines
- Analysed user behaviour to improve the user experience

July 2019–May 2021 | [icon group](#) | Berlin, Germany

Junior UX Designer

- Designed voice user interfaces for smart home ecosystems
- Consulted on UX writing for various projects

Education

March 2019–May 2019 | Ironhack | Berlin, Germany

UX/UI Design Bootcamp

- Studied UX/UI design in an intensive nine-week course
- [Designed an app](#) for a startup's wearable tech

September 2011–April 2016 | University of King's College | Halifax, Canada

Bachelor of Journalism Honours, Journalism and Sociology

- Performed qualitative and quantitative research for sociology and journalism projects
- Directed and produced an award-winning short documentary

Skills

UX Writing

Conversation Design

UX Design

User Research

Information Architecture

Tools

Sketch

Adobe Creative Suite

Figma

InVision

Git

HTML/CSS

Languages

English: Native

German: Intermediate

French: Elementary