

Sara Nenada

UX Designer | Instructional Designer | Project Manager

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PROFESSIONAL SUMMARY

I'm a **UX and eLearning Designer** who thrives on bringing clarity to complexity. I use **research, data, and collaborative strategy** to design experiences that are intuitive, evidence-based, and deeply aligned with user needs. By connecting analytical thinking with empathy and stakeholder collaboration, I create products that not only function seamlessly – but make sense to the people who use them.

PROFESSIONAL EXPERIENCE

eLearning Designer | mdBriefcase March 2022 – Present

- Designed a SaaS LMS product by conducting user and client research, collaborating with stakeholders, and creating eLearning-specific UX features, including intuitive filtering, learning playlists, and AI chatbot support.
- Developed a scalable design system to ensure consistency across web and mobile LMS experiences.
- Collected and analyzed thousands of user survey responses and data points, synthesizing insights on user needs, pain points, and motivations to inform content strategy and guide writers, designers, and leadership.
- Designed and developed 100+ courses, transforming complex educational content into visually engaging and interactive learning experiences.
- Reviewed **200+** digital courses and translated data and learner feedback into design recommendations, contributing to a **9.75% increase** in reported objective-achievement satisfaction since 2021.
- Designed new, context-driven interaction types aligned with user behavior insights, increasing overall interactivity by **11%**.

Project Coordinator | mdBriefcase Sept 2021-March 2022

- Managed diverse stakeholders – including international clients, sponsors, vendors, and internal teams – to deliver projects on time and on budget.
- Created and maintained project plans, communications, and reusable templates to optimize workflow, onboarding, and meeting alignment.
- Supported teams in meeting project milestones through clear documentation, regular syncs, and proactive problem-solving.

EDUCATION & CERTIFICATIONS

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| User Experience (UX) Certification | BrainStation, Toronto | 2024 |
| Graphic Design and Visual Communication Skills Certificate | OCAD, Toronto | 2023 |
| B.Sc. Biomedical Sciences | Toronto Metropolitan University, Toronto | 2019 |