

# Sarah Deak

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User Experience Designer with 5 years of experience solving problems across various disciplines. Proven track record of developing user-centered designs that solve complex problems and improve consumer experiences. 3 years designing and maintaining SaaS technologies in an agile working environment, connecting daily with developers. Additionally, front-end experience equivalent to 2 years and full stack experience of 1 year.

## WORK EXPERIENCE

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**Associate UX Designer & Application Developer** at Purdue University, West Lafayette, IN May 2022- Present

- Overhauled, tested, and launched 4 SaaS applications from start to finish utilizing UX research strategies
- Spearheaded implementing an agile workflow and significantly improved cross-discipline collaboration
- Established and maintained a standardized Figma design system with 35+ components, fostering a cohesive and recognizable brand identity and streamlining the design process
- Proposed and established a new UX career stream within the organization
- Attended trainings in ITIL 4 Fundamentals, Project Management Essentials, Agile Basics

**Student UX Designer** at Krannert Computing Center, West Lafayette, IN May 2021- May 2022

- Enhanced user interfaces iteratively for optimal usability across 10+ campus-wide applications
- Fostered holistic user experiences by considering both digital and physical elements of user journeys
- Modernized UX workflow by incorporating continuous discovery strategies in order to connect weekly with stakeholders & users

## PROJECT EXPERIENCE

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**Case Study** for Video Express, a School of Business Application Spring 2022

Led the redesign of a complex software application, utilizing information architecture and interaction design principles to simplify user flows, resulting in a 45% increase in task completion rates.

- Visualized and presented unanticipated and controversial research outcomes to critical stakeholders

**Independent Student Project**, Purdue University Spring 2022

Highlighted untapped opportunities in existing technology for on-the-go learning and designed a digital tool to encourage users to engage in informal, self-led exploration of location-based history, fostering enjoyment and fulfillment without extrinsic motivation

- Synthesized existing research, fostering ideation and evaluation to locate innovative solutions
- Delivered insights through concise and impactful presentation

**Student Project**, Sponsored by Nick Gould, Cerner Corporation Fall 2021

Promoted 2-way communication between healthcare clients and providers & located opportunities to address existing client pain points through primary research.

- Showcased significant improvements in overall user satisfaction through high-fidelity Figma prototypes
- Applied Agile Sprints methodology to plan a project timeline, ensuring timely delivery of MVP

## EDUCATION

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Purdue Global, IN Expected Graduation April 2026

*Master of Business Administration - Project Management*

Purdue University, West Lafayette, IN Graduation Date May 2022

*Bachelor of Science in User Experience Design, Minor in Psychology & Certificate in Collaborative Leadership*

## RELEVANT SKILLS

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Adobe Creative Suite  
Figma  
Sketch  
Balsamiq  
Whimsical

Prototyping  
Wireframing  
Mobile-first design  
Responsive design  
User research

UX writing  
Interviewing  
Usability  
QA testing  
Interaction design

Visual design  
HTML/CSS  
Python  
Javascript  
Bootstrap

