

# Sarah Tong

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I'm a UX Designer with a background in Marketing. Leveraging a creative and business mindset, I seek to create joyful yet impactful digital solutions that help users and organizations live and do better. With my enthusiasm for **visual design**, **user research**, and **web development**, I strive to bring the detail of design with the awareness of the larger business picture to bridge both user and business.

## Skills

### DESIGN

UX/UI Design  
Web Development  
Prototyping  
User Research  
Usability Testing  
Personas  
Journey Frameworks  
Graphic Design  
Motion Graphics  
Video Editing

### TECHNICAL

Figma  
HTML/CSS  
Bootstrap  
Illustrator  
Photoshop  
Premiere Pro  
After Effects  
WordPress  
Sketch  
InVision  
Keynote

### MARKETING

Brand Strategy  
Social Media  
Market/Industry Research  
Data Analytics  
Survey Development  
Campaign Strategizing  
Event Planning

## Design & Marketing Experience

### SENIOR PRODUCT DESIGNER & WEB DEVELOPER

Sept 2020 – Present

*Guusto*

Spearheaded the design overhaul of a rewards and recognition platform and helped the B2B SaaS startup grow to the #1 highest rated solution within the employee recognition space

Modernized and improved the web and app experience as well as proposed new feature designs; introduced a design system, led user research and testing; oversaw the brand refresh, design, and front-end development of the marketing website; and created assets and prototypes to support sales and marketing initiatives

Built the design team from the ground up and provided mentorship, guidance, and constructive feedback to support interns in their professional and personal development

### WEB DESIGN & BRANDING FREELANCER

Dec 2018 – Present

*Freelance*

Enhanced web presences for clients through conceptualizing and developing new websites, refining existing ones, and creating a new brand identity

Developed websites in HTML/CSS/JS, Bootstrap, WordPress, Shopify, and Squarespace. Clients include small businesses and organizations in the social impact, e-commerce, education spaces namely National Social Value Fund, RADIUS SFU, Pia Wood, and Knack Academics.

### PRODUCT DESIGNER & WEB DEVELOPER INTERN

Sept 2019 – Aug 2020

*Guusto*

Independently revamped the marketing website using HTML/CSS, JS, and Bootstrap to improve messaging and usability for the startup in employee recognition space

Redesigned the product experience of their recognition platform on the web and app through producing low and high-fidelity wireframes, prototyping, and user testing

### DESIGN INTERN

May 2018 – Sept 2018

*Railyard Lab, Dossier Creative*

Worked alongside a team within the agency, Dossier Creative, to create new brand identities for three clients in the social impact space, namely Mission Possible, RADIUS SFU, and refresh

Analyzed the brand to produce a cohesive brand strategy as well as a variety of digital and print assets, including a WordPress website, brand guidelines, business cards, and printed material. As well, managed the relationship between the client and team.

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## Education

### **SIMON FRASER UNIVERSITY**

*Beedie School of Business,  
School of Interactive Arts &  
Technology*  
2020

BBA, Business and  
Interactive Arts &  
Technology Joint Major  
with Design  
Concentration

### **COMMUNICATIONS & MARKETING ASSISTANT**

*International Co-op Office, Simon Fraser University*

Sept 2016 – Sept 2017

Promoted international internships and inspired students to work abroad through creating visual, video media, as well as written content for weekly emails and social media

Spearheaded contests to engage with students who were or have been on an International Co-op; improved information accessibility on the International Co-op website; as well as mined data and developed a survey to support future promotional efforts

## Volunteer Experience

### **STORMHACKS JUDGE & MENTOR**

*Virtual Hackathon, Simon Fraser University*

Feb 2021, Feb 2022

At the 2022 virtual hackathon garnering over 500 participants with over 90+ projects from designers, engineers, and tech enthusiasts from around the globe, I judged and gave constructive feedback during project presentations around UX and business feasibility. In the year prior, I supported hackers in their project development through design mentorship.

### **SOCIAL MEDIA COORDINATOR**

*Touchpoint Interaction Design Conference*

Feb 2018, Feb 2019

Promoted and created brand-aligned social media content for Touchpoint, a two-day event for students and industry professionals that consists of design talks and interviews. Created a new Instagram account, managed social media outreach leading up to the event, and live-tweeted the conference.

### **SEATTLE SPATIAL DESIGN CHARETTE MENTOR**

*Spatial Design Course, Simon Fraser University*

Mar 2018

In a multi-class-wide design charette, I guided a team of five students to study architectural spaces around Seattle, as well as supported them with their spatial design proposal through providing feedback and direction on form, concept development, copywriting. The team placed top 5 in the class.

### **VICE PRESIDENT OF VISUAL COMMUNICATIONS**

*Student Marketing Association (SMA), Simon Fraser University*

May 2016 – May 2017

Generated visual content for branding and promotional purposes for the student-run organization. Coordinated with the Vice President of Marketing to strategize campaigns and improve student engagement. Also, recruited, mentored, and managed coordinators to support them in developing visual design and marketing skills.