

# SARAH B WILLIS


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UX DESIGNER &  
WEB DEVELOPER

I am a user experience designer and web developer. I value authentic design strategy, creative technical workarounds, and elegant communication. I look for projects that involve engaging people, as well as logistical, linguistic, and visual puzzles.

## EDUCATION & EXPERIENCE

[https:// www.sbwillis.com](https://www.sbwillis.com)

 @sbwillis

### UX Design Immersive Program, General Assembly

June - Aug 2018, Boston, MA

- Enrolled in a full-time program focused on UX best practices
- Completed projects that demonstrated skills covered in class, including user research and synthesis, visual design, and prototyping
  - Implement an effective Information Architecture strategy in the redesign of a local business's e-commerce site
  - Create a new feature for a museum's existing app to support visitor experience
  - Collaborate directly with a client to improve the existing website

### Full Stack Development Program, Le Wagon Berlin

Mar - May 2017, Berlin, DE

- Enrolled in an intensive coding bootcamp covering HTML, CSS, Bootstrap, JavaScript, jQuery, SQL, git, GitHub, Heroku and Ruby on Rails
- Designed, implemented, and delivered a clone of AirBnB and a Rails prototype of Wau Wau Club ([www.wauwauclub.com](http://www.wauwauclub.com))

### Assistant Creative Director, BODE New York

June 2016 - Mar 2017, New York, NY

- Created UX/UI design concept for small menswear fashion brand, styled e-commerce, and photographed looks ([www.bodenewyork.com](http://www.bodenewyork.com))
- Coordinated collection launch for Men's New York Fashion Week Fall/Winter 2017 presentation
- Wrote copy featured in publications such as Vogue, NYTimes, and WWD

### Junior Project Manager: Data Analytics, Brandwatch

Feb - May 2016, New York, NY

- Contracted by a leading global social listening firm to provide project management support in the data analytics sector
- Translated client's social media goals into data driven visualizations using a boolean operating system; optimized preexisting data queries for longstanding clients using linguistic research strategies
- Created project scope of work, timeline, budget; staffed job by liaising between account managers and a team of nine analysts; delivered customized platform to client

### Humboldt-Universität zu Berlin

Metropolitan Studies and Urban Design

Feb - May 2013, Berlin, DE

### George Washington University

English Literature, B.A.

2010 - 2014, Washington, DC

*cum laude*

## SKILLS

Design

- Adobe Suite, Sketch, Axure, Invision

Development

- HTML, CSS, Bootstrap, Javascript
- Ruby, Rails