

# SARAH DANG

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## EDUCATION

### University of British Columbia, 2018 - 2022

BSc. Cognitive Systems

### BrainStation, 2020

User Experience Design Certificate

## SKILLS

### Design and Research

User Research/Testing

Wireframing

Prototyping

Information Architecture

Content Strategy

### Tools

Adobe Creative Suite

Figma

Sketch

InVision

HTML/CSS

Java

## PROJECTS

### Ocean Quest — UI/UX Designer

A designathon project based on ocean protection and climate action for the Ocean Agency Creative Jam with Adobe XD.

### Shyft Redesign — UI/UX Designer

A personal project which focused on redesigning a shift management mobile application.

## EXPERIENCE

### UBC Sustainability Communications and Engagements Assistant

September 2020 — Present

- Assisting website content management including revising or creating content, uploading content, performing content audits, etc.
- Researching and reporting on digital communication and engagement trends in sustainability and higher education.
- Supporting the development of various reports and outreach activities.

### UBC Launch Pad UI/UX Designer

September 2020 — Present

- Collaborating with several other designers and developers to ideate and work on an 8 month long project.
- Conducting user research, user testing, wireframing, and prototyping to provide prime user experiences and create engaging interfaces.

### UBC CVC Marketing Communications Director

May 2020 — Present

- Leading a team of 5 coordinators in social media marketing strategy and brand management.
- Managing multiple projects simultaneously across 11 departments.
- Creating marketing and promotional materials using software such as Adobe Creative Suite, MailChimp, WordPress, and Canva.

### UBC Science Undergraduate Society Graphic Designer

August 2019 — Present

- Communicating with the VP Communications to tend to various SUS requests with other departments.
- Designing graphics for event banners, merchandising, etc. using Adobe Creative Suite.