

SARAH DANG



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EDUCATION

University of British Columbia

September 2018 - Present

BSc. Cognitive Systems (PSYC stream)

BrainStation

May 2020 - June 2020

User Experience Design Certificate

SKILLS

Design and Research

Sketching/Storyboarding

User Interviews

Wireframing

Prototyping

Tools

Photoshop

Illustrator

After Effects

Adobe XD

Figma

Sketch

Procreate

Canva

Wordpress

MailChimp

Programming

HTML

CSS

Java

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.