

# 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.