

# SARAH MACINTOSH



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## Summer Analyst – Accenture

June 2023 – August 2023

- Planned and implemented a design system to improve documentation, consistency and efficiency for a team designing an app for a large insurance and wealth management group
- Documented and built flexible master components in Figma

## UX Researcher – PerkinElmer

September 2022 – December 2022

- Designed and ran user research studies to support the design of components
- Analyzed results of user research surveys and developed design recommendations accordingly

## UI/UX Designer – TRIYO

January 2022 – April 2022

- Designed custom solutions and interactive prototypes for a product that will serve over 400 end users at a major Canadian bank.
- Wrote user stories and acceptance criteria to effectively communicate design goals to the QA and development teams.

## UX Designer & Junior Web Dev – Water Rangers

May 2021 – August 2021

- Iteratively designed, developed and tracked success of new features for a citizen science water data collection platform, to drive a 40% increase in monthly traffic.
- Monitored success of design changes by measuring bounce rate, user traffic and visit length metrics in Google Analytics and created web analytics reports to present at weekly team meetings to inform and guide strategic decisions.

## Business Quality Analyst – Innovation Canada

September 2020 – December 2020

- Re-designed and documented the process for international telecom map data update in the licencing tool which improved the data update completion rate by 600%.

## UX Program Advisor – Employment Social Development Canada

January 2020 – April 2020

- Designed and ran card sorts, treejacks, first click tests and user experience surveys to gather data on how users interacted with Government of Canada (GC) web pages and identify user pain points.
- Created best practices report for GC web page optimization based off of user testing reports from 11 previous projects.

## TOOLS

Figma, Adobe XD  
HTML, CSS, Vue.js, C++  
Agile, JIRA  
Git, Github  
SQL, Oracle APEX  
Google Analytics

## SKILLS

Prototyping  
Wireframing  
User stories  
User research  
User acceptance testing  
Problem Definition  
Persona development  
Information Architecture  
UX Research  
Statistical Analysis

## COMMUNITY

Peer Mentorship *U of Waterloo*  
Academic Rep *SYDE Class of '24*  
Varsity Ski Team *U of Waterloo*

## EDUCATION

Systems Design Engineering  
BASc 2019-2024  
University of Waterloo

- Human Factors in Design
- Design, Systems & Society
- Human Psychology