

SARAH MACINTOSH

EXPERIENCE

UX Designer & Junior Web Dev – Water Rangers

May 2021 - August 2021

- Iteratively designed, developed and tracked the success of new features for the Water Rangers data platform that contributed to a 40% increase in monthly traffic to the platform.
- Developed personas based on user research and designed changes to fix 3 major pain points identified in the web app.
- Monitored success of design changes by measuring bounce rate (18% decrease), user traffic (40% increase) and visit length (62% increase) metrics on Google Analytics and created web analytics reports to present at weekly team meetings to inform and guide team decisions.

Business Quality Analyst – Innovation Canada

September 2020 - December 2020

- Supported the timely resolution of tickets and quality testing of feature updates to the Government of Canada Spectrum Licensing tool (SPECTRA), an Oracle APEX based tool used to issue spectrum licences.
- Designed and added new features to Spectrum Licencing Help webpage to improve user experience and reduce help desk calls.
- Re-designed and documented the process for international telecom data (BR-IFIC) update in SPECTRAemc 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 using Optimal Workshop (UX research tool) to gather data on how users interacted with Government of Canada (GC) web pages and identify user pain points.
- Redesigned the webpage for the CRA's Benefit for Children Under 25 by improving information architecture, applying GC webpage optimization best practices, plain language, GC style guide and running card sorts with the target audience.
- Designed search engine optimization strategies to improve the findability of GC Benefits web pages.
- Created best practices report for GC web page optimization based off baseline user and validation testing reports from 11 previous projects.

Psychology Research Assistant – Carleton University

February 2018 - June 2019

- Collected data, analyzed patterns, drew conclusions and presented findings at the Mathematical Cognition and Learning Society (MCLS) 2019 conference.

sarahmacintosh.me

sarah.macintosh@uwaterloo.ca

www.linkedin.com/in/sarahmacintosh

TOOLS

Figma

HTML / CSS / JavaScript

Excel, MS Office Suite

Google Analytics

SQL

SKILLS

Research & Analysis

User research

User acceptance testing

Card sorts

Wireframing

Persona development

Process optimization

Search engine optimization (SEO)

COMMUNITY

Peer Mentorship U of Waterloo

Varsity Ski Team U of Waterloo

Marketing CUTC Foundation

EDUCATION

Class Academic Rep

Systems Design Engineering

BASc 2019-2024

University of Waterloo

- Human Factors in Design
- Design, Systems & Society