

SARAH MACINTOSH

EXPERIENCE

UI/UX Designer – TRIYO

January 2022 – April 2022

- Designed a custom solution and an interactive prototype for a product that will serve over 400 end users at a major Canadian bank.
- Maintained the company design system by adding and updating components and variants.
- Designed client demo and development prototypes for new features of an enterprise collaboration software tool based on user requirements.
- 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

- Leveraging all aspects of the design lifecycle, 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.
- Developed personas based on user research and designed changes to fix 3 major pain points identified in the user interface.
- 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 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.
- Redesigned the information architecture for the CRA's Benefit for Children Under 25 webpage using card sort testing.
- Created best practices report for GC web page optimization based off baseline user and validation testing reports from 11 previous projects.

sarahmacintosh.me

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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
Research & 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