SARAH
MACINTOSH

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EXPERIENCE

UX Researcher – PerkinElmer
September 2022 - December 2022

- Provided research based recommendations to inform the development of a new company-wide design system that will be used by 30 designers across 11 products with 1000s of end users
- Designed and ran user research studies to support the design of components
- Analyzed results of user research surveys and developed design recommendations accordingly

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.
- 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.

TOOLS

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

SKILLS

UX Design
Research & Analysis
Usability testing
Information architecture
Wireframing
Persona development
Process optimization
Prototyping
Documentation
Iterative Design

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
- User Centred Design Methods
- Human Psychology