

SARAH MACINTOSH

 sarahmacintosh.me

 sarah.macintosh@uwaterloo.ca

 www.linkedin.com/in/sarahmacintosh

EXPERIENCE

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

- Supported the timely resolution of tickets and quality testing of feature updates to an Oracle APEX based tool used to issue spectrum (radio) licences to the public from the Government of Canada.
- 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 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 – August 2018, May 2019 – June 2019

- Collected data, analyzed patterns, drew conclusions and presented findings on math learning in second languages at the Mathematical Cognition and Learning Society conference.

TOOLS

Figma

HTML, CSS, C++

Excel, MS Office Suite

Google Analytics

Git, Github

SQL, Oracle APEX

Agile, JIRA

SKILLS

Research & Analysis

User acceptance testing

Card sorts

Wireframing

Persona development

Process optimization

Search engine optimization (SEO)

User research

COMMUNITY

UX Design *Reviere Project*

Peer Mentorship *U of Waterloo*

Academic Rep *SYDE Class of '24*

Marketing *CUTC Foundation*

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