

# Sarah Peters

sarahpeters.design  
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UX/UI DESIGNER in D.C. metro area with a passion for developing unique designs that challenge convention and create memorable user experiences.

## DESIGN EXPERIENCE

### BLOC | 2018 - Present

#### UX/UI Designer

##### BusyBus, Lead Designer

- Wrote competitive analysis, using SWOT analysis
- Responsible for all UI decision to make creative, unique, and clear designs
- Created all sketches, wireframes, mockups, user surveys, and user stories
- Coded with HTML and CSS to bring a live copy of the finished product

##### Stagehand, Lead Designer

- Wrote competitive analysis
- Responsible for creating content strategy, mood boards, and style guide
- Created all sketches, wireframes, mockups, and user stories
- Utilized Figma to produce clickable prototypes
- Implemented user test feedback and style guides to make high fidelity mockups

##### Pantry Chef, Lead Designer

- Interacted Directly with Software Engineer
- Responsible for all UI design decisions to create unique and clear designs
- Created all sketches, wireframes, and mockups
- Researched and developed memorable branding

## PREVIOUS WORK EXPERIENCE

### Bridal Stylist, Customer Experience Manager - Fabulous Frocks, Alexandria, VA | Mar 2018 – Oct 2018

- Developed, presented, and implemented a social media marketing campaign: formed hashtags for Instagram and Facebook use, created in store social media ops, and inspiration boards on Pinterest.
- Created design mockups for company newsletter, performed market analysis on potential technology uses, and presented technical research to increase customer retention.

## TOOLS

FIGMA  
SKETCH  
INVISION

## LANGUAGES

HTML  
CSS  
JAVASCRIPT

## SKILLS

INTERACTION DESIGN  
VISUAL DESIGN  
PROJECT MANAGEMENT  
PROTOTYPING  
USER TESTING  
WIREFRAMING

## EDUCATION

WOFFORD COLLEGE  
Spartanburg, SC  
Class of 2017  
BA in Theatre

BLOC  
Online  
UX Design Apprentice

CODECADEMY  
Learn HTML  
July 2018