

Sarah Peters

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

sarahpeters.design
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DESIGN EXPERIENCE

NOVETTA May 2019 - Present

UX/UI Designer

- Redesigned major portions of web applications
- Created User Flows for proposed features
- Utilized Figma, Sketch, and Illustrator to produce clickable prototypes
- Created User Surveys and Heat Maps to identify hot spots within projects
- Worked closely with Front End Devs to determine what features to implement on website
- Worked within an Agile Environment
- Led brown-bags on working with Sketch
- Acted as a Scrum Master on several occasions
- Created industry-standard tutorials for users

BLOC Aug 2018 - May 2019

UX/UI Designer

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

PREVIOUS WORK EXPERIENCE

Fabulous Frocks Mar 2018 – Oct 2018

Bridal Stylist, Customer Experience Manager

- 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 a company newsletter, performed market analysis on potential technology uses and presented technical research to increase customer retention.

TOOLS

FIGMA
SKETCH
INVISION
JUSTINMIND
ILLUSTRATOR

LANGUAGES

HTML
CSS

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
Intro to Illustrator