

# 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

- 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