

Sarah Tencher
Product Designer

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Experience

Rebellion Training • Product Designer • Dec 2017 - Current

Rehearsal

Beginning with strategy and feature definition, planned, designed, and developed parts of the administrative side of the enterprise web application with executives and managers in mind

Maintained consistent visual language and brand experience across user interfaces within the app and corporate website

Created high-fidelity, fully interactive prototypes to help reduce design depreciation during remaining development processes

Planned and conducted usability tests and iterated on the synthesized and analyzed findings

Understand.com

Analyzed user needs and current interaction trends to plan, redesign, and develop patient education tools for patients and doctors across the world

Designed, developed, and maintained the Understand website and store to ensure usability and drive sales

Strategized, planned, analyzed, and created social media marketing materials and campaigns that aligned with business goals, including lead generation and conversions

vArmour • UX/UI Intern • June - Sept 2017

Planned, prepared, and executed user tests as well as analyzed, synthesized and communicated accompanying results

Designed annotated wireframes and user-flows for a first time user experience within the complex enterprise technology product

Designed and created a Pattern Library to help improve efficiency, bridge gaps between UX and UI teams, and increase consistency across designs

Projects

Rehearsal Review Tab and Conversation Thread • Summer 2020

Redesigned the administrator review tab and conversation thread of the enterprise training and practice application with an emphasis on ease of use and expert user accelerators

Understand Website • Summer 2019

Fully redesigned and developed the Understand web store to enhance user experience and ultimately increase sales

Understand Media Player • Fall 2018

Analyzed user needs and current interaction trends to plan, redesign, and develop a media player to be embedded in subscriber sites around the world with a focus on increasing user engagement

Education

University of California, Berkeley • May 2017

Bachelor of Arts, Cognitive Science
Minor, Computer Science

Skills & Tools

UX/UI Design
Wireframing
Prototyping
User Research

Usability Testing
Cognitive Walkthrough
Sketch
InVision

Photoshop
After Effects
Framer
Origami Studio

React
HTML & CSS
Javascript