

SARA MICHELLE OUELLET

UX DESIGNER

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Profile

I am an experienced Visual leader, specializing in branding and customer experience.

I balance my creative instinct with analytical research to reinforce my decisions
and solve design problems to reduce friction.

My natural empathy for the visitor has been pivotal in my career thus far.

Education

CareerFoundry
UX Immersion
2018-2019

Seneca College
Visual Merchandising Arts
2012-2014

Skills

- Adobe Photoshop, Illustrator, InDesign and XD
- HTML, CSS, Java
- Invision, Balsamiq, Sketch
- Microsoft Office
- Business management
- multi-level project management
- Fluent in French

Experience

**Visual Merchandising
Manager (Flagship)**
URBN
2015 - present

**Regional Visual
Merchandiser**
Mendocino
2014-2015

Visual Merchandiser
Kate Spade
2013-2014

Responsibilities

- omni channel marketing
- market and customer research
- leading and developing creative team
- executing retail programs in alignment with brand messages
- KPI analysis and ROI metrics
- traffic flow mapping
- creating design strategies as solutions for pain points
- ensuring a frictionless experience for visitors
- ensuring cohesive messages for easy self service
- implementing visual strategies while maintaining focus on business goals