

sara reich

Product Designer

sarareich.com

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education

Northeastern University

Boston, MA | 2014 – 2019

Candidate for BS in Business and Interactive Media | Marketing Concentration

GPA: 3.92

Honors: Dean's List, University Scholars Program, University Honors Program

skills

UX Design

Interface Design

User Research

Usability Testing

Prototyping

Front End Development

tools

Sketch

InVision

Adobe Creative Suite

Balsamiq

Git

code

React

JavaScript

HTML

CSS/Sass

experience

Forward Financing | UX/UI and Web Development Co-op

Boston, MA | January 2018 – July 2018

- Collaborated with product managers and engineers to develop workflows and wireframe concepts for new features
- Designed high-fidelity mockups for various devices in Sketch while maintaining the brand's visual language
- Increased design consistency across applications by redesigning outdated pages and elements and contributing to a library of shared components
- Implemented a living style guide to support design visibility and communicate design standards to developers
- Built user interfaces and reusable components with React, JavaScript and Sass in an agile development environment

Northeastern University | Programming Basics Teaching Assistant

Boston, MA | September 2017 – December 2017

- Answered students' questions regarding programming concepts
- Performed technical reviews and grade homework submissions

edX | Marketing Co-op

Cambridge, MA | January 2017 – June 2017

- Designed marketing materials including product marketing sheets, case studies, social media graphics, presentations and trademark guidelines
- Copyedited website pages to maximize readability and utilized Google AdWords for search engine optimization
- Monitored blog traffic and performance using Google Analytics

Massachusetts Clean Energy Center | Multimedia Fellow

Boston, MA | January 2016 – June 2016

- Managed and produced content for social media channels
- Publicized events using social media campaigns, Eventbrite pages and MailChimp invitations
- Produced blog content to promote awareness of clean energy news, events and programs