

# 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

Front End Development

## tools

Sketch

InVision

Adobe Creative Suite

Balsamiq

Git

## languages

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- Increased design consistency across applications by redesigning outdated pages and elements and contributing to a library of shared components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