Sarah Bleiweiss

Product Designer
based in Denver

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Skills

Design

Branding

Information architecture

Interaction design

Prototyping

User personas & stories

Visual design

Wireframing

Research

A/B testing

Competitive analysis

Usability testing

User interviews & stories

Front-end Development

HTML5/CSS3

Javascript

jQuery

Tools

Adobe Illustrator

Adobe Photoshop

Adobe XD

Balsamiq

Figma

GitHub

InVision

Maze

Sketch

UsabilityHub

Experience

Welltok | Product Designer

September 2019 - Present

• Cross collaborate closely with Product Managers, Owners, developers & other internal teams to gain feedback, iterate and apply UX design & accessibility best practices to B2B and B2C mobile and web product experiences

• Conduct usability testing & research through various methods with stakeholders, internal and external users to ensure well researched and data-informed solutions to meet the needs of the business and consumers

• Contribute to defining, documenting and implementing new components for Elevate, Welltok's design system across product experiences

Projects

Sproutful | UI/UX Designer

July 2019 - August 2019

• Self care iOS mobile application aimed to bring greater awareness & intentionality to self care activities through gamified user experience

• Responsible for user research & testing, information architecture, brand strategy, wireframing, high fidelity mockups & prototyping

Moodspire | UI/UX Designer

January 2018 - April 2019

• SaaS iOS mobile cloud storage app & desktop site geared towards creatives in need of finding visual inspiration

• Responsible for user research & testing, information architecture, brand strategy, wireframing, high fidelity mockups & prototyping

Education

Bloc | UI/UX Design & Front End Development

October 2018 - August 2019

Edgewood College | B.S. Psychology | *cum laude* | 2016