

# Sarah Moss-Horwitz

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## EDUCATION

**Carnegie Mellon University**, Pittsburgh, PA - Sept 2013 - May 2017

Bachelor of Science, Human-Computer Interaction & Decision Science

Minor: Learning Media

## EXPERIENCE

**GoFundMe**, Detroit, MI — *Web Experience Designer*, May '17- Present

Designed, developed, maintained and updated over 200 customized CrowdRise landing pages.

Led Google Analytics campaign to refine design decisions and communicate best practices across service teams.

**TechChange**, Washington, DC — *Design Fellow*, Summer 2016

Designed online interactive educational modules for NGO clients including World Bank and United Nations.

Created interactive "Best Practices of Online Learning" guide.

**UL-Wiklund R&D**, Concord, MA — *Human Factors Intern*, Summer 2015

Observed, coded and analyzed three usability tests with medical devices.

Led Known Problems Analysis of IVUS/ OCT imaging systems based on Adverse Event Reports as part of competitive analysis.

Wrote Formative and Summative Human Factors reports for FDA approval.

## PROJECTS

**EatSleepPoop** — *iOS App, Design Lead*

Mobile app helping new parents track daily interactions with their children.

Currently redesigning UI based on analysis, remote testing and user data.

**AnimalCop** — *UX Research and Web App Development*

Digital reporting system for concerned citizens and a management application for Humane Officers, created for the Pittsburgh Humane Animal Rescue shelter.

**Digital Promise Rapid EdTech Piloting** — *Product Research*,

Conducted rapid- assessment of product pilot processes in schools for project. Worked with school administrators, teachers and students to test tools and write actionable report for decision makers.

## TOOLS

### Design

Illustrator

Photoshop

Sketch

Axure

### Web Development

HTML5

CSS3

Javascript

JQuery

Ajax

HubSpot

### Research

Google Analytics

R

Excel

## LANGUAGES

Spanish (Proficient)

## SKILLS

Web Development

User Experience Research

Wireframing

Prototyping

Data Analysis

A/B Testing

Data Visualization

Product Design and Testing

Project Management

Rapid Prototyping

Usability Testing

Instructional Design