

Sarah Moss-Horwitz

EDUCATION

Carnegie Mellon University, Pittsburgh, PA, Sept 2013 - May 2017
Bachelor of Science, GPA: 3.65. Major in Human-Computer Interaction & Decision Science, Minor in Learning Media.

EXPERIENCE

Digital Experience Designer — GoFundMe, Detroit, MI , May 17- Present

Working directly with large non-profit clients to improve the product experience, designing updated branding and experience for both consumer and B2B services. Implemented Google Analytics strategy to refine design decisions and communicate best practices across service teams. Developed rapid QA process with internal and customer advisory board feedback in order to support customer success in reacting proactively.

Research Assistant— CMU HCII/ Digital Promise, 2016-17

Conducted rapid- assessment of EdTech pilot processes in public school settings. Worked with school administrators, teachers and students to test piloting methods and generate actionable report for decision makers.

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

Designed online interactive educational modules for NGO clients including World Bank and United Nations. Created “Best Practices of Online Learning” guide and online course to communicate high level principles to clients.

User Research Intern — UL-Wiklund R&D, Concord, MA, Summer 2015

Observed, coded and analyzed three usability tests on medical devices, co-wrote Formative and Summative Human Factors reports for FDA approval. Primary author on Known Problems Analysis of IVUS/ OCT imaging systems, as part of competitive analysis.

PROJECTS

UX Design Lead— EatSleepPoop App, May 2017-Present

Refining mobile app helping new parents track daily interactions with their newborn babies based on analysis, remote testing and user data.

Product Manager — AnimalCop, BHCI Capstone, Spring 2017

Created digital reporting system for concerned citizens and a management application for Humane Officers for the Pittsburgh Humane Animal Rescue shelter based on user research and prototyping.

LEADERSHIP

CMU Educational Technology Club, President & Founding Member, 2014-2016
Dietrich College Student Advisory Board, Founding Member, 2016-2017

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TOOLS

Design

Illustrator
Photoshop
Sketch
Axure

Web Development

HTML5, CSS3
Javascript
Git
jQuery
Ajax
HubSpot

Research

Google Analytics
User Testing
R
Excel

SKILLS

Web Development
User Experience Research
Responsive Design
Wireframing
Prototyping
Data Analysis & Visualization
A/B Testing
Product Design and Testing
Project Management
Rapid Prototyping
Usability Testing
Instructional Design

LANGUAGES

English
Spanish— Proficient