Sarah Moss-Horwitz

UX Research and Design | 413-588-8646 | www.sarahmh.com | smosshorwitz@gmail.com | San Francisco, California

EDUCATION

Carnegie Mellon University, Pittsburgh, PA
B.S. Human-Computer Interaction and Decision Science, Minor in Learning Media
Graduated May 2017 with University and College Honors

WORK

Freelance UX Consultant— May 2017- Present

Supporting a wide range of companies including E-Commerce, fintech, biotech, non-profits and government agencies, to improve digital user experiences through a variety of research and design activities. Projects include:

Dentist Link by Acora Foundation: Lead designer for patient management software for Medicare and Medicaid dental patients and providers in Washington state. Sprinting on design to support agile development team.

Q-Chat Space by Planned Parenthood: Social platform for LGBTQ+ teens to communicate in facilitated, safe online chat channels. Created wireframes, conducted usability testing, collaborated on Front-End Development.

Barrington Gifts LLC: Analyzed conversion rates and re-designed improved UI for personalizable bags. Designed responsive Magento site, leading to increased mobile conversion rate of 3% over a 2 month period.

Web Designer, CrowdRise by GoFundMe — Detroit, MI , May 2017- April 2018

Worked with premium and enterprise clients to customize their fundraising websites. Implemented analytics strategy to refine design decisions across client solutions. Developed rapid QA process with internal feedback and customer advisory board. Proactively used guerilla user research to support agile product design and development teams. Designed and built new Zendesk Resource Center to support self-service customers.

Design Fellow, TechChange, Washington, D.C.— Summer 2016

Supported TechChange partners by building a course on Best Practices of Teaching Online, including interactive activities and a PDF workbook to support TechChange partners.

Research Assistant, Carnegie Mellon HCII— Pittsburgh, PA, 2015-2017

Led multiple projects in the educational technology space including research on EdTech pilots in schools, peer-to-peer mentoring and motivation in hybrid educational programs. Co-authored 2 peer-reviewed publications and a guide published by Digital Promise on edtech piloting best practices.

Human Factors/UX Intern, UL-Wiklund — Concord, MA, Summer 2015

Observed, designed, coded and analyzed formative and summative usability tests for medical devices, including hybrid devices, imaging software and syringes. Contributed to FDA reports.

SKILLS

Wireframing, Interactive Prototypes, Prototype Validation, Remote & In-Person Usability Testing, Web Development, Responsive Design, Data Analysis & Visualization, A/B Testing, Heuristic Evaluation, Competitive Analysis, Guerilla UX

TOOLS

Paper and Pen, Sketch, Illustrator, Photoshop, AfterEffects, HTML/SCSS/ Javascript, Gulp, Balsamiq, InVision, Axure, Framer, Abstract, Zeplin, Google Analytics, User Testing, Jira, Trello, Treejack, OptimalSort, UsabilityHub