

Sarah Moss-Horwitz

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I am a product designer with hybrid interaction and visual design skills, and background in behavioral science. I use UX research methods to build an understanding of user needs and desires, and use an iterative process to design and refine compelling interactions. I have worked with large-scale web apps, e-commerce marketplaces, complex health management solutions and social platforms to assess and improve user experiences.

SKILLS

Visual Design, UX Research, Interaction Design, Information Design, Design Systems, Iterative Prototyping, Remote & In-Person Usability Testing, Responsive Design, Data Analysis & Visualization, A/B Testing, Service Design

TOOLS

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

WORK

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

Worked with premium and enterprise non-profit clients to customize their fundraising websites, as well as supporting Customer Success teams by training on Human Centered Design strategies.

- *Page Templates Analytics*: Implemented analytics strategy to collect data on design decisions to improve communication with clients on best practices.
- *Profile Pages Research*: Utilized card sorting and interviews to collect critical data to inform new product feature.
- *Resource Center*: Steered redesign of success center content through tree-testing, IA mapping and development.

Freelance UX Consultant— Jan 2017- Present

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

- *Acora Foundation*: Lead designer for DentistLink, a patient management software for Medicare and Medicaid dental patients and providers in Washington state. Sprinting on design to support agile development team.
- *Planned Parenthood*: Worked on Q-Chat, a 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.

Design Fellow, TechChange, Washington, D.C.—May-August 2016

Supported TechChange partners by designing a course on Interaction Design in E-Learning.

UX Intern, UL-Wiklund — Concord, MA, May-August 2015

Conducted usability tests for medical devices, including hybrid devices, imaging software and syringes.

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