

sarah otoy

product designer • portland, oregon

experience

- present

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2021

visual designer • barre3

– audited and updated design system for the barre3 online subscription using adobe xd + creative suite

– designed and tested new functionality and features for barre3’s digital product

– created user flows and UI prototypes

– coordinated with the digital team and software engineers to facilitate seamless design handoffs

– conducted user testing and utilized data to make informed + strategic design decisions
- 2021

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2018

graphic designer • rejuvenation

– designed assets across every channel of the brand, including web, email, retail, social, and catalog

– collaborated with creative & brand teams from concept to execution

– planned cross-channel campaigns with a digital-first mentality
- 2018

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2016

design specialist • ponzi vineyards

– managed brand visuals, look & feel, and overall aesthetic

– designed new and updated existing marketing for both print & digital

– shot photos & videos for marketing materials

education

- 2015

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2011

pepperdine university • malibu, california

B.A. in international studies

political science emphasis, cum laude

portfolio
sarahotoya.com

