

Sarah Bauer

Product Designer

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Skills

Responsive Design
Visual Design
Interaction Design
Concept Development
Information Architecture
User & Task Flows
Wireframing
Rapid Prototyping
Design Systems
Research Planning & Design
User Interviews
Affinity Mapping
User Personas
Usability Testing
Design Iteration
Project Management
Stakeholder Management

Tools

Figma
Figma
Dovetail
Photoshop
Illustrator
InDesign
Wix

Education

UX Academy

DesignLab

BFA Graphic Design

Virginia Commonwealth
University School of the Arts

Summary

Dedicated and detail-oriented product designer with a proven track record of crafting immersive user experiences. My prior graphic design experience enables me to leverage my skills in visual communication and problem-solving to create intuitive and visually compelling interfaces.

Experience

Product Designer - Moulton Hot Natives

September 2023 - Present | Richmond, VA

- Conducting and planning remote user interviews with customers
- Collecting and synthesizing user feedback to define personas and prioritize site features
- Creating task flows and developing low, mid, and high-fidelity wireframes for mobile and desktop prototypes
- Creating a brand identity and UI kit
- Managing usability testing with customers: administering 1:1 moderated tests and presenting results to client
- Gathering requirements, collaborating with company leadership, and managing project milestones
- Assisting client with designing and building out Shopify website

Children's Publication Designer - Laura Hexner

September 2020 - June 2021 | New York, NY

- Collaborated with artist to transform an illustration series into a children's publication
- Optimized art and design concepts for print publication
- Utilized design principles, typography, and color theory to create visual impact using Adobe InDesign
- Created a cohesive age-appropriate visual identity

Graphic Design Intern - Champions Design

March 2020 - April 2020 | New York, NY

- Conducted research for Carnegie Hall's summer music program for children and young adults
- Applied visual design principles and storytelling skills to design case studies for the newly rebranded website
- Edited and refined images to ensure a cohesive appearance in visual content
- Collaborated with senior designers to conceptualize and execute visual assets and design projects
- Participated in in-house meetings and presented innovative ideas to enhance team collaboration and project outcomes