*SARA ROWLEY*

UX DESIGN

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## SUMMARY :

I have over 5 years of high-value professional design and research experience. I specialize in community-oriented support with a strong sense of trends and innovations. With strong creative and analytical skills, I am also collaborative, self-directed, thoughtful, and a clear, effective communicator.

## EXPERIENCE :

### UX DESIGNER, WEB DESIGN

**Freelance/Contract**

2021- Present | Remote & Hybrid

**Management, design, and execution of several conversion-focused websites, as well as competitive research, user research, brand strategy, brand graphic assets, and usability testing, leveraging AI to help write and brainstorm.**

**Clients:** Mattson Technology Inc., Global Focus Coaching, InnerCity Bliss, Project Life MBC, San Antonio Station Alliance, New Village Oakland, Maxwell Hackswell cybersecurity resource blog.

* Strategize with cross-team stakeholders on internal and external digital product goals.
* Develop workflows with multiple departments, generating processes and tools for streamlining workflows.
* Custom-create graphic assets for web and print in alignment with vision brainstorming.
* Executed an award-winning research plan with a team of 3 researchers, creating 15+ valuable insights for development.
* Generate project management documents, research, competitive analysis, user journeys, mood boards, wireframes, and prototypes, and vector graphic packages.
* Launch websites and products to answer stakeholder needs, increasing conversion and engagement KPIs by at least 34%.

### JOURNALIST

**Maynard Institute of Journalism/ Oakland Voices**

2014- Present | Oakland, CA

**Leveraged community journalism experience at Oakland Voices to craft engaging, informative content. Post-fellowship author publishing with Bay Area News Group publications, and paneled twice with The Kettering Foundation on community journalism and democracy.**

* Leveraged online and analog sources for research, fact-based insights for journalistic articles.
* Crafted and conducted in-depth interviews with over 50 diverse sources, including subject matter experts, and hostile sources, to gather accurate and insightful information for journalistic pieces.

### SPECIAL EDUCATION SPECIALIST

**Oakland Unified School District**

2017-2022 | Oakland, CA

**Designed and implemented over 200 hours of interactive instructional materials for neurodivergent children, incorporating graphic organizers, multisensory activities, and scaffolding techniques aligned with the science of reading to build foundational knowledge and context skills essential for reading comprehension.**

* Developed curriculum using Orton-Gillingham principles, focusing on sound blending and rhyming games, which led to a 15% improvement in phonological awareness and a subsequent 18% increase in vocabulary acquisition among students with dyslexia.
* Leveraged tools like Google Classroom and Newsela to create engaging and accessible learning experiences for students with varying technological literacy. This innovative approach facilitated a 22% increase in student participation and engagement in reading activities.
* Worked on School Site Committee board as advisor and co-strategist, thought leader, and advocate for the student body.

### GRAPHIC DESIGNER

**Imperial Headwear | Denver, CO**

2001-2010

**Created over 75 art packages monthly for a high-volume, global production manufacturer.**

* Trained staff in new production software tools (AI vectors to CAD)
* Led initiatives in increasing understanding and discourse between departments, increasing productivity by 66%
* Streamlined new techniques in manufacturing onsite and overseas.

## EDUCATION :

### UX DESIGN CERTIFICATION, GOOGLE | Online/ Coursera

### THE COLORADO COLLEGE | B.A., Art Studio

## SKILLS :

Web design, Design Thinking , wireframe creation , research design , graphic design, Figma, XD, Sketch, Adobe Suite (AI, PS, XD, ID), presentation , CAD, prototyping, data visualization, qualitative user testing, product strategy.

Soft skills: Self-directed, strategic, collaborative, diversity advocate, creative, level-headed, straightforward, analytical thinking, problem solving, empathetic.

## ORGANIZATIONS & NOTABLE ACHIEVEMENTS :

###  SAN ANTONIO STATION ALLIANCE | Outreach Coordinator

###  KETTERING FOUNDATION | Panelist on Community Journalism and Democracy

###  OAKLAND VOICES | Journalist at Large