Sara Rowley

User Experience Professional

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Oakland, CA
LinkedIn

About:

Seasoned design professional with 10+ years design experience and excellent communication skills seeking career growth in UX.

Skills:

Research, audits, UXR lead, user journey mapping, user personas, wireframing, low-fidelity prototypes, iteration, design systems, high-fidelity prototype, presentation, graphic design, production art, agile team, instruction, professional research, communication, problem-solving, sprints, self-motivated, project management.

Tools:

Adobe Creative Suite: Illustrator, Photoshop, XD, Premiere, Figma, Google Suite, Miro, CAD-based machine programming, Pulse, Canva, Miro, Excel, Google Sheets.

Work History:

UX Research and Design - Freelance

Remote | OAKLAND, CA

NOV 2022- PRESENT

Design and launch research plans, including leading a UXR research team, analyze and present findings to stakeholders, create mockups and prototypes, execute design on various builder platforms.

- Designed and executed a research plan for a team of 3 researchers, leading to an **award-winning** presentation featuring 20+ engagement increasing recommendations.

- Develop and obtain data insights by writing surveys, conducting usability testing, analyzing results, and applying insights.

- Increase user engagement and customer conversion by providing research-backed insights and recommendations, average 24% increase conversion.

Special Education Instructor

Oakland Unified School District | Bella Vista Elementary | OAKLAND, CA

NOV 2017-MAY 2022

Instructed elementary-aged children in small groups and one-on-one to improve reading and math skills, in coordination with Individualized Education Plans and traditional instruction.

- Improved readers' test scores by 20% over the course of one learning year.

- Designed and instructed 200 hours of lessons yearly based on research- backed ideology.

Community Journalist

Oakland Voices Fellowship |The Maynard Institute For Journalism/Bay Area News Group | OAKLAND, CA

SEP. 2014-MAY 2015, OAKLAND VOICES ALUM, ACTIVE 2016-2023

Researched, interviewed, and wrote 15 published news articles for the Oakland Tribune and East Bay Times

- Leveraged online and analog sources for research, fact-based insights for articles.

- Connected with East Oakland's community via interviews and outreach to successfully create engagement and buy-in to Oakland Voices' mission.

- Initiated the Oakland Voices Alumni program, providing +100 news articles to the Bay Area News Group.

- Created infographics and data visualizations for publication

Graphic Designer

Imperial Headwear | DENVER, CO

JUL 2001-DEC 2010

Created product design files in a high-volume manufacturing setting as a color coordinator, CAD-based digitizer, and graphic designer.

- Designed and formatted 20-25 custom art packages weekly for high-end clientele such as the USGA, St. Andrews, PGA, LPGA, US Open, Sandals, Four Seasons.

- Created and templated vector graphics for overseas production, leading to increased product sales at 34% over 18 months.

- Trained staff in new software systems.

- Successfully led interdepartmental meetings streamlining design and production, increasing efficiency by 29%.

Education:

Coursera (online)

UX Design, Google Certification

JAN 2022- NOV 2022

User Research · Graphics · Usability · Research · Communication · Adobe InDesign · Prototyping · Graphic Design · Wireframing · User Interface Prototyping · Figma (Software) · User-centered Design · UX Research

The Colorado College, Colorado Springs

B.A.- Studio Art, special focus: Psychology

1992-1996