


# Sarah Xie

UX / UI Designer |

Experience Architect

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## Skills

Wireframing

Prototyping

User Interviews

Usability Testing

Storyboarding

Research Synthesis

Hueristic Analysis

Contextual Inquiry

Competitive Analysis

Card Sorting

Wordpress

## Software

Sketch

InVision

Omnigraffle

Illustrator

Photoshop

After Effects

I am a tinkerer of designs, tailor of experiences, and a champion of empathy.  
Now let's talk about you.

## EXPERIENCE

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### User Experience Designer

April 2017 - May 2017

*E Pluribus*

- Synthesized data gathered from user research methods to fully understand user behavior to identify key focus points
- Provided business strategy insights based on user research for product features, user onboarding, and fund disbursement
- Applied Lean methodology to design stage to drive multiple iterations of the prototype based on usability testing and UI design
- Facilitated group interactions to understand each member's strengths and weaknesses that resulted in stronger communication and product design

### Freelance

2015 - 2017

- Worked on projects as an illustrator, graphic designer, and fashion designer at firms such as Erin Fetherston, Digiday, and Komar

### Fashion Illustrator

2016 - 2017

*Meryl Diamond*

- Translated ideas of creative directors into tangible visuals for presentations, lookbook layouts, and mood boards to present to clients

### Fashion Designer

2014 - 2015

*Iconix / Apex Designs International*

- Engaged with various teams to ideate on designs from trend analysis and runway inspiration
- Rebranded older labels by creating logos and redesigning graphics that aligned with the new customer

### Design Illustrator

2012 - 2014

*Anne Klein*

- Collaborated with design team to create digital and analog sketches to be used for market and presentations

## EDUCATION

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### General Assembly

Feb '17 - May '17

*User Experience Design Immersive*

### Marist College

Sept '07 - May '11

*B.P.S in Fashion Design*

*B.S. in Business Administration, International Business*