SARAH PERLOWSKI

getaloadofper.com

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SKILLS

Methodologies
Design Thinking
Agile/Scrum

Tools
Figma   Illustrator
Sketch   Photoshop
InVision   InDesign
Miro   AirTable
Jira   UserZoom

UX
Journey Mapping
Data Visualization
User Flows
Wireframing
Prototyping
Illustration & UI
Usability Testing
Design Systems
Competitive Analysis
Information Architecture
Comfort with Ambiguity
Detail Oriented

EDUCATION

Mercyhurst University
BFA: Art/Graphic Design
Erie, PA — 2006

Academy of Art University
Elective Summer Courses
San Francisco, CA — 2005

Z80 Labs
"Girl Develop It" (HTML + CSS)
Buffalo, NY — 2016

VOLUNTEER

Mentor at M&T, helping interns enhance their UX skills.

Presented Alexa VX Case Study to RIT Industrial Design students.

EXPERIENCE

M&T Bank — *Buffalo, NY*   2019-2024

Senior Product Designer   2022-2024

Engineered data-driven visualizations and analytical insights to facilitate the decommissioning of M&T Bank's legacy online banking platform.

Initiated QA audit of UI bugs, analyzing 27 flows and noting 140+ fixes. Worked with teams to standardize reporting, improving efficiency.

Senior UX Designer   2020-2022

Provided UX Design expertise across multiple product teams in an Agile Release Train (ART) for rebuilding the online and mobile banking experience.

Defined a standardized and scalable enhancement for customer credentialing by implementing the One-Time Passcode (OTP) capability.

Contributed to critical customer needs analysis for the digital migration of new banking clients, which shaped priorities with an emphasized customer-focused approach.

User Experience Designer II   2019 - 2020

Collaborated with a cross-functional Scrum team to successfully launch an end-to-end self-service digital platform for Business Banking Account Opening.

Instrumental in identifying core features for our Minimum Viable Product (MVP).

Emphasized user-centricity during all stages of discovery and development, and employed rapid prototyping and usability testing to Design an intuitive and efficient online process, resulting in a reduction of the application time from 45 to 10 minutes.

GlobalQuest Staffing Solutions, Inc. — *Buffalo, NY*   2018-2019

User Experience Designer; M&T Bank (contract-to-hire)

Pioneered *Design Thinking* for the organization's UX team, growing it from 5 to 70+ members.

Developed and tested digital banking products, impacting over 300,000 users.

Buffalo Rising, Inc. — *Buffalo, NY*   2015-2017

Advertising Sales & Marketing Director / Graphic Designer

Led a comprehensive reDesign and platform migration of the digital publication, in collaboration with Parkway Digital.

Doubled ad revenue via CPM optimization with Google DoubleClick, and increased banner ad campaign effectiveness using A/B testing and conversion tracking.