Sarah Davies | New York City-Based Digital Product Designer & Creative Director

Experience

Studio 81, Creative Director | Jan. 2018 – May 2020 (*Freelance to Hire *COVID-19 Business Closure)
• Increased business value and directed teams in creating brand strategy with user-centered design solutions for B2B and B2C companies in finance, e-commerce, and luxury sectors.
• Built tailored design systems, assets, and initiatives using research and behavioral psychology to enhance brand identities and UX.
• Clarified brand and product messaging through workshops with a focus on defining tone and style, clearly defining brand identity and voice, increasing reach to target demographics across channels and assets.
• Ensured stakeholders and cross-functional teams worked collaboratively from concept to execution; managing deadlines, roadmaps, budgets, communications, and presentations, ensuring all goals were met.
• Solved complex problems through user research, journey mapping, wireframes, flows, mocks, testing, and prototyping applications.

PNC Bank, Senior UX/Product Designer | June 2019 – Nov. 2019 (Contract)
• Designed exceptional user experiences for Fortune 500 enterprise financial firm using agile methodology, data-driven design, and user-centered design principles, working as a part of cross-functional teams.
• Transformed complicated tasks into intuitive, accessible, and easy-to-use designs through entire experience lifecycle, for the first-time user to expert for both B2B and B2C financial products.
• Created and spearheaded adoption of new Design Thinking Model to champion digital transformation within the organization, saving time, money, and reducing frustration and customer support requests.
• Designed rich and intuitive user experiences and interfaces for PNC Bank products (including responsive web and native mobile applications, design systems/libraries, widget libraries, and tool interfaces for the existing platform, Payments, and mobile app).
• Completed heuristic audits, journey mapping sessions, ethnographic research, design ideation sessions, workshops, comparative research, storyboards, user testing, style guides, design systems, and prototypes, enhancing customer experiences through interactions, gamification, and reduction of pain points; creating new opportunities for customer engagement and retention.
• Mentored and supported designers and developers, bridging knowledge gaps, creating hand-off procedures and growth opportunities.

Thermo Fisher Scientific, Visual Designer | Dec. 2018 – Apr. 2019 (Extended Contract)
• Created digital marketing designs for ads, websites, emails; executed print production for sales sheets, catalogs, packaging, etc.
• Ensured design standards were met across brands; retouched digital photography and images.
• Created all sketches, wireframes, mocks, and prototypes to communicate user flows and interactions to engineers, marketing/branding assets, and company website.

Rhabit Analytics, Principal UX/UI Designer (Promoted from Digital Designer) | Mar. 2018 – Dec. 2018
• Redesigned product and all collateral for global HR/behavioral analytics consulting firm, successfully attaining investment.
• Secured contracts with top 5 consulting firm and a large convenience chain with over 500 US locations via custom UI/Branding.
• Designed style guide and interface library, interaction flows, wireframes, mockups, and prototypes for software's web and mobile applications and website; provided hand-off documentation and guidance to developers during build and shipping.
• Conducted research to realign brand strategy, created personas, and fully developed marketing strategy for target demographics.
• Researched and A/B tested design decisions, creating more productive and cohesive experiences, increasing NPS and CSAT scores while lowering time on task and user error rate, and decreasing drop rate on sign-up.
• Leveraged analytics and research to inform and drive product enhancements and site organization using tools like Google Analytics, Hotjar, HubSpot, and Facebook Ads Manager.

Halifax Designs, Creative Director | Jan. 2016 (Freelance until 2017) – Mar. 2018
• Created brand standards, style guides, and beautiful graphics and copy for digital and print design projects.
• Photographed client products, including editing, manipulation, and corrections.
• Built and guided strategy while leading teams to deliver integrated user experiences through research, collaboration, and testing.
• Solved layout and user-flow challenges; Designed websites, microsites, and applications optimized for web and mobile using research and user-centered design approaches.

SPENT (Fintech Start-up), Design Lead | Feb. 2016 – Jan. 2017 (Remote)
• Rebuilt B2C financial product website and application with a focus on creating easy and diverse ways for users to complete transactions with businesses and other contacts.
• Directed and mentored team of 7; Found and introduced team to new communications methods and tools (add-ons, open source applications, online training) saving time and money.
• Composed promotional marketing communications such as articles, client letters, pitch decks, and other materials.
• Oversaw and developed creation and curation of content; Effectively managed creative budget and resources.

United Way, Marketing/Usability Consultant | Jan. 2016 – Dec. 2016 (Contract)
• Constructed an organizational development and brand marketing plan based on focus group and empirical survey research to raise awareness and utilization of 2-1-1 helpline; led team in research, ideation, analytics, and reporting processes.
• Communicated with United Way Stakeholders regularly to establish brand strengths and leverage existing resources to drive marketing campaigns for individuals in need and make digital tools more usable, with a focus on disadvantaged children in Escambia County, Florida.

AppRiver, Lead UX Psychologist (Consultant) | Jan. 2016 – Dec. 2016 (Contract)
• Led team of 4 to evaluate training methods administered to employees and constructed needs assessment.
• Collected pre/post survey data on preferred methods of training.
• Compiled cost-effective training recommendations and designed employee training modules with a focus on easy adoption through best practices in UX, drastically reducing onboarding time and number of support tickets and requests.

AXI, Art Director | Aug. 2012 – Jan. 2016
• Created graphic designs and visual elements such as logos, original images, layouts, illustrations, press kits, and posters; presented concepts and designs to stakeholders from diverse industries and organizational sizes.
• Transformed statistical data into visual infographics and diagrams, making complex ideas more accessible.
• Supervised intern team and provided mentorship and constructive feedback.
• Designed websites and applications from conception through implementation.
• Increased sales by over 65% from 2013 – 2014 and cut costs by 10% through redesign of e-commerce pages and effective sourcing practices.

LC Records, Graphic Designer and Photographer | Mar. 2011 – Aug. 2012
• Photographed and filmed label's artists; edited and finished photos for press kits, artist websites, and e-commerce pages, album art, press coverage, magazines, and social media.
• Coordinated advertising campaigns as multi-party liaison.
• Designed for creative projects and branding initiatives including album layouts (CD, vinyl, digital, creative packaging), promotional materials, catalogs, sales sheets, social media posts, merchandise, websites, digital advertising, and direct mail pieces.

Freelance Work, Web and Graphic Designer | Jan. 2009 – Mar. 2011

Spring Hill Laser Services, Marketing Coordinator | Jan. 2008 – Jan. 2009
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• Redesigned signage, circulars, and promotional pieces using Adobe Creative Suite and print production methods, successfully enhancing brand image and attracting new clients.
• Engaged in outreach campaigns and customer relationship management to drive sales and gain competitive edge; increased outgoing cold sales by 20%.

Technical Skills and Tools
Adobe CC: Photoshop, Illustrator, InDesign, Experience Design (XD); Sketch, Figma, Axure RP, Balsamiq, InVision, Craft Manager, Framer X, Zeplin, Principle, PowerPoint, HTML, CSS

Soft Skills
Communication, Organization, Feedback, Teamwork, Project Management, Strategic Thinking, Written and Verbal Skills, Presentations, Conflict Resolution, Leadership, Business Operations, Empathy, Emotional Intelligence, Curiosity, Cross-Team Collaboration, Storytelling, Ideation, Mentorship

Formal Education
University of Sunderland – PhD in Behavioral Engineering and Human Factors Design |2021
Shaw Academy – MA in Digital Design and HCI | 2019 – 2020
University of West Florida – MA in Industrial/Organizational Psychology (Human Factors Design) - ABD | 2015 – 2017
Chatham University – MA in Psychology | 2013 – 2015
Point Park University – BA in Psychology | 2009 – 2013

Top 3 Values
• Empathy for Users
• Curiosity
• Communication and Clarity