

Sarah Crosswell

mount pleasant, sc

contact:

sarahcrosswell@gmail.com

portfolio:

www.sarahcrosswell.com

linkedin:

sarah-crosswell843

summary:

Fresh UX/UI Designer with extensive experience in Graphic Design (6+ years) within the retail and printing service industries, dedicated to improving user experiences through simplified and meaningful design solutions spanning digital and print formats. Seeking in-house (Charleston, SC) or remote UX/UI Design roles within a marketing agency, or software company.

education:



CareerFoundry

Certificate: User Experience Design

Specialization in User Interface Design

Project-based, mentor led training program with a focus on human centered design solutions implemented through iterative practices.

June 2019
to August 2020

Project 1 (UX Fundamentals): Vocab in a Flash - Native App

Low fidelity prototype for "Vocab in a Flash", a flashcard app designed for quick and effective learning through relatable visuals, a challenge feature, study mode, dictionary search feature, and customizable flashcards.

- Performed competitor research and user interviews to establish a proto persona, user stories, and a hypothesis about how the app should be designed.
- Established the architecture of the site through task analysis and user flows, leading to the creation of low fidelity wireframes and a prototype on which usability testing was performed to determine necessary updates.

Tools: Draw.io, Prott, Illustrator

Project 2 (UX Immersion): Vela - Native App

High fidelity, animated prototype for "Vela", a weather forecasting app designed for boaters, featuring a location search, current and future weather and water conditions, 24 hour customizable radar, and in route navigation/directions.

- Performed competitor analysis, followed by user research (surveys and interviews) to establish user personas, mental models, and user flows.
- Established site map based on card sorting, followed by low fidelity wireframes and prototypes. Refined and digitized prototypes for usability testing.
- Testing results analyzed through affinity mapping and rainbow spreadsheet, pain points determined and corrected, and high fidelity prototype created.
- Visual Design Principles applied as well as accessibility options and grids. Style guide established as elements are refined, followed by peer testing, and final design iterations completed.

Tools: Optimal Workshop, Balsamiq, Adobe XD, Illustrator, Usability Hub

Project 3 (UI for UX Designers): Perfect Properties - Responsive App

High fidelity mockups designed for "Perfect Properties", a responsive real estate finder app, created to understand design principles and how they affect the user experience.

- Used established UX guidelines and mobile-first design technique to craft user flows and test low fidelity wireframes for login, property search, filter/sort, realtor search, save, and comparison features for user persona.
- Established grids, visual hierarchy, spacing, and UI patterns through wireframe iterations, followed by the creation of mood boards to determine appropriate colors, typography, and imagery for high fidelity mobile prototype.
- Built cohesive set of icons, created animations, and crafted style guide designed to keep future updates and changes to app cohesive and on brand.
- Based on finalized mobile design, additional breakpoints and accompanying mockups were constructed to ensure app is responsive and pixel-perfect across multiple devices.

Tools: Lucidchart, Balsamiq, Sketch, Photoshop, InDesign, InVision, Flinto

Savannah College of Art & Design

Masters of Arts: Graphic Design; Graduate Honors Scholarship

graduated 2015

Savannah College of Art & Design

Certificate: Digital Publishing; Academic + Artistic Honors Scholarships

completed 2012

University of South Carolina

Bachelor of Arts: History, Minor: Graphic Design; Dean's Honors List + Life Scholarship

graduated 2007

professional experience:



Brackish [Bespoke Accessories] - *Charleston, SC & Remote*
Graphic Designer

August 2015
to July 2019

- Collaborated with the CEO, COO, sales and marketing teams to design printed and digital marketing materials.
- Brainstormed with marketing coordinator and in-house photographer to determine design themes, marketing strategies, and photo layouts for product releases.
- Conceptualized, designed, and built out layouts for weekly promotional email campaigns, resulting in boosts to customer engagement and direct-to-consumer sales.

Project 1: Seasonal Catalogs

- Designed 16-page catalog layout built on a grid system to allow easy future edits and product additions. Layout featured newest product releases and the company's line of men's and women's accessories while telling the brand's story.
- Collaborated directly with printers to reduce overhead costs, increase quality assurance, and ensure strict deadlines were met.

Tools: InDesign, Photoshop

Project 2: Company Rebrand

- Worked with marketing team to establish brand guidelines for print and digital media by determining customer voice through the creation of user personas, design mockups and crafting company's story and goals.
- Determined company colors and fonts, created additional logos to represent the company's wedding branch and women's line, created wireframes for website refresh, and redesigned packaging inserts.
- Project resulted in cohesive, intentional branding establishing Brackish as a refined, luxury accessories brand.

Tools: Illustrator, Photoshop

Project 3: "Makers Monday" Campaign

- Promoted the brand's alternative to Black Friday - offering a different local "maker's" product every hour as a free gift with purchase.
- Designed logo to represent campaign, mimicking the wax seal, a handmade element, used in company packaging.
- Designed and implemented consumer emails showcasing product offerings and artisan details and introducing campaign, and hourly release emails containing offer codes for the products.
- Created animated and static visuals for social media and web banners to increase campaign awareness.
- Promoted Brackish, local artisans participating in the giveaway, secured consumer emails for future promotions and produced sales of over \$30,000 in one day.

Tools: Illustrator, Photoshop, Mailchimp

Brackish [Bespoke Accessories] - *Charleston, SC*
Artisan & Production Assistant

November 2014
to April 2017

- Crafted feather bow ties for local and national retailers, including Orvis, Neiman Marcus, Saks Fifth Avenue, and Nordstrom

Delphine [Stationery & Paper Goods] - *Charleston, SC*
Graphic Designer & Production Assistant

May 2012
to July 2013

- Designed invitation and stationery layouts and typeset custom text for orders
- Communicated with customers from time of order placement through shipment to ensure quality results and customer satisfaction
- Set up print ready files for digital and letterpress orders and coordinated with printers for seamless production process

Gulfstream Communications [Publisher] - *Charleston, SC*
Design Intern

September 2011
to December 2011

Cmark International [DoD Contractor] - *Columbia, SC*
Graphic Designer & Estimator - July 2009/October 2010

July 2009
to October 2010

