

SARAH FRANKLYN

Product Designer

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Ideation-driven generalist designer with a four-year background creating and enhancing end-to-end digital experiences. Thrives on robust brainstorming, deep concept exploration, and inventive solution building.

STRENGTHS

COLLABORATION

Growth mindset • Clear communication • Fast learning • Design thinking • Problem solving • Big picture focus • Adaptiveness • Critical thinking • Task prioritization • Attention to detail • Resourcefulness

RESEARCH

User interviews • Contextual inquiry • User personas • A/B testing • Usability testing • User journeys • Affinity diagramming • Heuristic evaluation • Ethnographic research • Competitive analysis • Analytics

DESIGN

Design sprints • Lean UX • Ideation • Concepting • Wireframing • Prototyping • Iteration • Mockups • Site/App mapping • User flows • Information architecture • Sketching

TOOLS

Sketch • InVision • Axure • Figma • Adobe XD • Balsamiq • Principle • Webflow • Wordpress • Illustrator • Photoshop • InDesign

EXPERIENCE

LEO BURNETT – UX DESIGNER, PRESENT

Execute client and stakeholder project vision while collaborating with cross-functional teams to design, develop, and deliver solutions that drive user engagement and elevate in-product experience.

SOUNDPROOFINGMLV – PRODUCT DESIGNER, 2020

Improved product sales by designing a new e-commerce website from initiation to launch with developers. Achieved project goals via market and consumer research, formed SEO, content, and branding strategy, and created sitewide copy and graphics.

RM BILTRITE – UX/UI AND GRAPHIC DESIGNER, 2017 - 2020

Redesigned the company website in coordination with a web development team. Administered a full content audit, evaluated site heuristics, organized information architecture, and built high-fidelity wireframes and mockups. Maintained the website after launch, generated new site material, and designed internal and external marketing material for the sales team.

THERAPYWORKS – UX DESIGNER, 2019

Increased the user conversion rate through a research-based redesign of the online platform. Worked with a dedicated design team to study users, streamline the intake process, and improve content in order to strengthen brand trust. Conducted regular client meetings to communicate research findings, expound on design decisions, and update project progress.

TWINDOW – PRODUCT DESIGNER, 2019

Created a conceptual mobile retail MVP alongside an agile UX team. Conducted domain and user research, SWOT analysis, and produced deliverables such as wireframes, personas, user flows, journey maps, and developer annotations. Rapidly built a clickable prototype, evaluated usability via user testing, and refined to higher fidelity with UI enhancements.

HF PROPERTY MANAGEMENT – WEB DESIGNER, 2018

Designed a brochure website to promote the business and advertise its services. Improved search engine visibility via SEO and content strategy implementation, and delivered mockups, annotations, graphics, and copy for the web developers.

QRRI, INC. – GRAPHIC DESIGNER, 2016 - 2017

Created digital and printed advertising assets like emails, brochures, newsletters, packaging, and in-store displays. Procured promotional items for trade exhibitions, executed their timely delivery and setup, and administered the business website for maintenance and updates.

LOGISTIC DYNAMICS – LOGISTICS SPECIALIST, 2015 - 2016

Facilitated global transmodal shipments with transportation providers. Supervised the complete cargo journey from origin to destination, acquired new accounts, and ensured customer satisfaction with active communication and head-on problem solving.

EDUCATION

FLATIRON SCHOOL (FORMERLY, DESIGNATION) – USER EXPERIENCE DESIGN, 2019

UNIVERSITY OF GEORGIA – INTERNATIONAL AFFAIRS, 2015