

Sari Beall

Product Designer

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EXPERIENCE

Freelance Product Designer

January 2021 - Present

Kaleidoscope Child Foundation | Remote

- Collaborated cross-functionally with the product, development, and operation teams in Figma and WordPress, during a 5-week sprint, to improve the information architecture of the website, after synthesizing feedback from 4 usability tests, to encourage more donations and volunteer participation from philanthropists.
- Conducted a visual audit of the website and built a new design system to collaboratively update and assist the developer by keeping code in sync.

Cottage Kitchen | Remote

- Designed and launched a food blog in WordPress, in a 5-week sprint, for Cottage Kitchen where the client can share recipes, expand their network of foodies, and attract paid opportunities.
- Developed a clear contract, led weekly meetings to share progress updates, and advocated the importance of UX research in design.
- Synthesized feedback from 25 individuals on their pain points with finding new recipes to cook.

Legacy Strategies | Remote

- Collaborated in Figma, during a 3-week design sprint, to redesign Legacy Strategies' website to show an updated business model.
- Coined the preferred term "all-in-one creative hub" to describe Legacy Strategies' mission after synthesizing user feedback that "staffing agency" was not universally understood by their users.
- Followed best UX writing principles to write, test, edit, and improve in-product content after 6 rounds of usability tests.

UX Design Projects

March 2021 - May 2021

Adobe XD x NASA Creative Jam | Remote

- Rapidly prototyped in Adobe XD, in a 9-day design sprint, a gamified app experience for kids aged 11-13 with different learning styles to learn more about space exploration and NASA's JPL missions.
- Determined user goals and defined the product interactions necessary to achieve them.
- Created 46 prototyped wireframes that illustrate key product interactions.

General Assembly Hackathon | Remote

- Led the design team, during a 3-day design sprint, and collaborated cross-functionally in Figma with the development and data teams to create an online platform aiming to increase capacity and revenue at local inns and boutique hotels during the pandemic.
- Designed 15 prototyped screens and developed a user interface style guide to assist the developers.
- Made design decisions such as hiding certain content until unlocked, based on competitive and comparative analysis only due to time-constraints, that ignited curiosity among travelers to persuade them to book a stay.

Creative Specialist

February 2020 - September 2020

GoDaddy | Austin, TX

- Created and published engaging editorial content from copywriting to design twice per week for 100+ businesses on social media accounts of Facebook, Instagram, and Twitter to increase engagement.
- Received the highest score on a quarterly editing report on my team of 20+.
- Controlled online brand reputation for 100+ businesses by moderating review platforms of Google, Facebook, TripAdvisor, and Yelp on behalf of clients and increased customer satisfaction.

Social Media Management and Photography Internships

June 2019 - March 2020

Zilks Foods and SariLane | Remote and Austin, TX

- Managed social media accounts of Facebook, Instagram, and Twitter for @ZilksFoods, and planned and executed 2 creative product photography photoshoots to supply content for a 1-month social media marketing campaign.
- Co-founded a jewelry subscription box service business, Sari Lane, and managed social media accounts of Facebook, Instagram, and Twitter for @SariLaneCollection and @SariLaneJewelry, captured and edited 200+ product photos, and wrote blog posts for sarilane.com.

EDUCATION

General Assembly Certificate in User Experience Design Immersive	February 2021
Google Analytics Academy Certificate in Google Analytics for Beginners	August 2020
The University of Texas at Austin Certificate in Business Foundations	May 2019
The University of Texas at Austin Bachelor of Science and Arts in Nutrition	May 2019

SKILLS

Design Skills: Branding, Content Strategy, Design Thinking, Information Architecture, Interaction Design, Product Design, Rapid Prototyping, Storytelling, Usability Testing, User Flows, User Personas, User Research, UX/UI Design, Visual Design, Wireframing

UX Writing Skills: Creative Writing, SEO, Storytelling

Tools: Adobe Creative Suite, CSS, Figma, Google Analytics, Google Suite, HTML, InVision, JIRA, Miro, Sketch, Squarespace, WebFlow, WordPress

Other Skills: Communication, Content Creation, Photography, Presentations, Social Media Management