

Jasmine Sarau

Digital Product Designer

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Professional Experience

Lead Product Designer | BlackFem, Inc.

Dec 2020 – Present

- Designed and developed:
 - An online financial education hub for college students with a focus on making financial concepts relatable and easy to understand
 - The company website which resulted in the largest amount of funding and donations in the 8-year company history
 - A financial education web app for K-5th grade students
- Conducted UX audits of the online financial education curriculums of Smith College and Amherst College
- Created a visual design guide for company branding and produced an extensive template library

Product Design Intern | BlackFem, Inc.

Oct 2019 – Nov 2020

- Produced design deliverables including user flows, mockups, and interactive prototypes for a credit score mobile app for K-12 students
- Developed a product road map for a credit score mobile app in collaboration with developers, designers, and product managers
- Designed a digital library of 50+ online financial education lessons for K-5th grade students

Freelance Projects

- UI/UX design for Dentibid, an online platform that connects people without insurance to high quality dental teams, and developed all visual assets, marketing materials, and the landing page
- UI/UX design for an AI wine delivery service mobile app from conception to a high-fidelity clickable prototype, along with marketing materials

Volunteer Work

- Mentored an undergraduate student and led them through a UI/UX design project to design a mobile event finder app for students at the University of Michigan

Education

M.S. Human-

Computer Interaction

DePaul University

B.S. Psychology

Michigan State University

Skills

Wireframing

Prototyping

Interaction Design

Web Design

Usability Testing

User Research

IA Testing

Interviews

Questionnaires

Heuristic Evaluation

Personas

Scenarios

User Journey Maps

Tools

Figma

Adobe Creative Cloud

Sketch

Invision

Balsamiq

Webflow

Canva

Optimal Workshop

Dovetail