

Sarah Tag

UX/UI Designer

Aurora, ON, L4G 2B7I Portfolio: sarahtag.ca

PROFESSIONAL SUMMARY

Experienced and dynamic UX Designer with a passion for creating engaging digital experiences. Bringing four years of professional expertise in user research, wireframing, prototyping, and multimedia creation. Demonstrated track record of utilizing user-centred design methodologies to effectively manage and update website content. Proficient in user experience design and user interface design, combining creativity and modern design principles to optimize user engagement. Skilled in Adobe XD and Figma for crafting visually appealing prototypes and mockups across digital platforms. Capable of creating compelling presentations and storyboarding through Google Slides. Familiar with web development languages like HTML, CSS, and JavaScript, with a focus on integrating seamless user experiences. Proven ability to collaborate cross-functionally, working with stakeholders, developers, and product managers to deliver user-centric solutions. Meticulous attention to detail and proactive approach to usability testing, ensuring a seamless user experience throughout the design process.

PROFESSIONAL EXPERIENCE

•UX UI Designer

5/2022 to Present

[Next Art](#); Toronto, Ontario

- Creating innovative & cutting-edge user interfaces for the company website and landing page based on user experience (UX) principles and HCD human-centred design) by using the latest wireframing & prototyping tools and applications
- Designing eye-catching graphics for social media advertising campaigns, landing pages, banners, & marketing emails based on the brand identity guidelines
- Having communication, presentation, interpersonal and analytical skills, including the ability to combine complex, interactive design concepts clearly & persuasively for different types of audiences and users
- Supporting the product team, creative & art directors by providing wireframes, low & high fidelity prototypes, visual designs, & delivering assets for the development

Key accomplishments

- Increased website traffic by 25% within the first month of implementing a new user-friendly design layout.
- Implemented responsive design techniques, resulting in a 40% increase in mobile traffic and a 10% decrease in bounce rate on mobile devices.

•Freelance Digital Designer

3/2022 - Present

[SarahTag](#); Toronto, Ontario

- Working with startups as a digital design consultant and Web Designer, such as [Rush Street Interactive](#), [Gemini Payment Solutions](#), [Shuffle Space](#), Voltverse Electronics, [Ladder Home](#) and [Suite Spot Technology](#).
- Demonstrated exceptional initiative and creativity when approaching complex tasks and projects.
- Worked tirelessly, even outside of traditional work hours, including nights, weekends and holidays, to deliver exceptional client results.
- Possess a unique skill set that allows me to both work well independently and seamlessly collaborate with teams of all sizes.
- Designing a unique brand identity based on the client's objectives and pain points
- Successfully worked within demanding and time-sensitive environments by delivering high-quality work while adhering to strict deadlines.

Key accomplishments:

- Developed a comprehensive style guide for a client, resulting in a consistent brand identity across all digital platforms.
- Increased social media engagement for a client by 60% through the creation of visually appealing graphics and content

•UX UI Designer

1/2020 to 9/2021

Picture Depot; Toronto, Ontario

- Spearheaded the complete redesign of the company intranet product, from initial ideation to successful implementation.
- Collaborated effectively with cross-functional teams including product, marketing, sales, and development to create an engaging and seamless user experience.
- Conducted detailed UI/UX audits, resulting in significant improvements in conversion rate optimization, user experience, and design responsiveness.
- Successfully streamlined the development process by strategically aligning internal and external stakeholders, resulting in a faster concept-to-feature implementation timeline.
- Optimized the coding process for the development team through the implementation of advanced design systems and precise product specifications.

•Digital Designer

11/2018 to 4/2019

Iranshahr Art Gallery; Tehran, Iran

- Plan and create content for social media pages including promotional photos, infographics, and artwork while considering SEO
- Decide on composition, colour, illustration, and typography for web pages while making adjustments as needed
- Hand-draw original icons and other imagery for the website & social media pages using Procreate & Adobe Illustrator
- Conceptualize and write content for the website and social media pages, and handle the way information is ordered and organized
- Provide expertise on user experience, design principles, industry standards, and best practices
- Track analytics on social media pages and identify trends & patterns

Key accomplishments:

- Designed and launched a new landing page, resulting in a 20% conversion rate improvement and a 10% increase in lead generation based on the Hotjar Analysis report.

UX/UI PROJECTS

- UX Design Group Project: [Kyndli Donation App](#) - 2021 | [Figma file](#)
- UX UI Design: [On The Edge Travel App](#) - 2021 | [Figma File](#)
- UX UI Design: [Yellow Brick house Non-Profit Website Redesign](#) - 2022 | [Figma file](#)
- UX UI Design: [Miracle Moves Exercise Motivation App](#)- 2022 | [Figma File](#)

EDUCATION

UX/UI Certificate - University of Toronto; Toronto, Ontario | **2022**

Master of Arts in Fine Arts - Azad University of Art & Architecture; Tehran, Iran | **2018**

CERTIFICATIONS

AODA - Accessibility for Ontarians with Disabilities Act; Toronto, Ontario | **2023**

WAIO.1x - Introduction to Web Accessibility, Edex Toronto, Ontario | Currently enrolled