

UX Designer

SARAH OLSON

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Experience

BARRE3 | UX DESIGNER/DEVELOPER | MARCH 2015-CURRENT

I am the UX design and front-end development lead for barre3, a fitness brand with thousands of clients across the globe. Their digital platform includes a Rails web application, an eCommerce shop, and a Wordpress blog. I was hired two years ago to redesign their website from the ground up, and continue to launch new products and refine the user experience across their entire digital platform.

Primary Responsibilities:

Conceptualize and create new digital products Conduct user interviews, surveys, and CRO tests
Wireframe and design responsive web content Lead art direction and styling of photo/video shoots
Front-end code and collaborate with developers Manage contractors and mentor juniors and interns

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ELOCAL | DESIGNER/DEVELOPER | 2011-2015

I started out with eLocal as a college intern, designing and illustrating infographics. My role quickly grew into a full-time web design job and eventually expanded into UX design, data analysis, and front-end development. Along the way, I improved conversion rates on key portions of eLocal's site, such as a 22% decrease in page abandonment from a single submission form revision. My last project for eLocal was leading a comprehensive rebranding effort.

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FREELANCE GRAPHIC & WEB DESIGN | 2010-CURRENT

I've produced a diverse range of products, including internal presentations, logos, invitations, menus, infographics, and illustrations. My clients have included Visa, FirstJob.com, and Johnson & Johnson.

Education

SEATTLE PACIFIC UNIVERSITY | BACHELOR OF ARTS | 2004-2007

Graduated magna cum laude with a 3.85 GPA, Visual Communications major, Art History minor
Recipient of Fine Arts and Trustee's Scholarships

Skills

DESIGN | SOFTWARE | PROGRAMMING

User Research	eCommerce	HTML5 & CSS3
Wireframing	Various CMS	HAML & SASS
Prototyping	CRO Testing	Version Control
Responsive Design	Sketch & Invision	Agile Methodology
Art Direction	Adobe Suite	Javascript (working knowledge)