

UX Designer

SARAH OLSON

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A LITTLE ABOUT ME

I'm a senior-level UX designer with seven years of experience creating and growing websites and products for digital businesses. I'm currently the UX design and front-end development lead for barre3, a fitness brand.

Experience

BARRE3 | UX DESIGNER | 2015-CURRENT

barre3 hired me to lead the redesign of their website, including an online workouts subscription platform, a retail shop, and a blog. After a successful launch, I've continued to develop new products and refine the user experience across their entire digital platform. I'm currently developing the UX for their upcoming iOS app.

Responsibilities

Conceptualize and develop new products and features → Designed a **subscription** that tripled our MRR in a year
Wireframe, prototype, and design responsive web content → Led the **redesign and rebranding** for barre3's website
Lead front-end and collaborate with back-end developers → Built all user-facing features with clean, reusable code
Conduct user interviews and run surveys and CRO tests → Used **insights** to increase user acquisition and retention
Lead art direction and styling of photo and video shoots → Used **imagery and video** to optimize our sales funnel
Manage juniors and supervise projects with contractors → Helped grow a team of two members to nine in two years

Accomplishments

ELOCAL | WEB DESIGNER | 2011-2015

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

FREELANCE DESIGN | 2010-CURRENT

I've produced a diverse range of products, including websites, logos, invitations, infographics, and illustrations. My clients have included FirstJob, Authorize.Net, and Starcycle.

Education

SEATTLE PACIFIC UNIVERSITY | BACHELOR OF ARTS | 2007-2011

Visual Communications major and Art History minor
Graduated magna cum laude, recipient of Arts and Trustee's Scholarships

Skills

DESIGN | SOFTWARE | PROGRAMMING

User Research	eCommerce	Version Control
Wireframing	Various CMS	Agile Methodology
Prototyping	CRO Testing	QA Testing
Responsive Design	Sketch & InVision	HTML5 & CSS3
Art Direction	Adobe Suite	Javascript
		working knowledge