

Sara Hathaway

User Experience Designer

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RECENT PROJECTS

Amie H Realtor - responsive web application

Sketch | InVision | Trello | Silverback

Real estate website redesign to improve usability, strengthen information architecture and increase conversion.

- ❑ Applied research insights to the creation of a personal brand identity and style guide for client; prompting rebranding of sites for entire agency.
- ❑ Used quantitative and qualitative data to guide iteration of concepts and prototypes for testing using Sketch, InVision and Silverback.

Lighthouse - native iOS app

Sketch | InVision | Zeplin | Discord | Slack | Dropbox | Silverback | Test Flight

Native iOS app that allows users to quickly find their friends, mark their location and broadcast an invitation.

- ❑ Led a team of 3 designers and 2 developers in an Agile environment to create and deliver a friends-based native iOS app in 3 weeks.
- ❑ Generated low- and high-fidelity wireframes in Sketch, prototyped in InVision, conducted usability tests using Silverback and Test Flight.

EXPERIENCE

Information Architecture & Service Design

Columbus Metropolitan Library 2011-2013 | Marin County Free Library 2014-2017

Professional librarian for 7 years. Led a team of 4 across 2 branches and implemented 3 major grant programs. Designed and coordinated delivery of short-term solutions and long-term strategic projects.

- ❑ Drove the creation and implementation of Brain Building in Marin — a capacity building initiative that generated 1300+ ideas and strategies to promote the growth and use of executive functions for staff and patrons.
- ❑ Assembled and directed a team of 23 trainers and delivered 123 hours of training to 100 full-time staff over the span of 4 months.
- ❑ Created Language Play, an inclusive, language-based play group for young children of all abilities in response to problems identified in community data and user research.
- ❑ Qualitative and quantitative metrics demonstrated significant leaps in play and language development for participants after only 6 sessions.

SKILLS

User Research
Information Architecture
User Story Mapping
Wireframing
Prototyping
Usability Testing
Visual UI Design
Copywriting
Presentations
Team Leadership

TOOLS

Sketch App
InVision
Zeplin
Marvel
Principle
Personas

EDUCATION

DevMountain
UX Immersive
2018

13-week immersive on-campus course. Studied and implemented user research, information architecture, content strategy, wireframing, prototyping, usability testing, interaction design and visual design.

University of British Columbia
Master's, Library & Information Studies
2009-2011

Miami University
Bachelor of Arts, French, *magna cum laude*
2005-2009