



Sara Hathaway

Product Management | UX Research

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Pluralsight, Product Management Intern

Present

- ❑ Key player in 5-day Design Sprint driving team discussions and ideas. Extracted critical insights from qualitative data to inform v2 iterations.
- ❑ Identified opportunity to integrate notifications into Content Home to surface author deadlines at risk and reduce time to production. Conducted customer interviews resulting in essential product requirements.

UX Designer, Freelance

2018 - 2019

- ❑ **Amie H Realtor:** Real estate website redesign and personal brand identity. New digital marketing strategy reduced time to closing by average of 30% in two independent trials.
- ❑ **Lighthouse:** Led team of 3 designers / 2 developers in an Agile environment to create and deliver a friends-based native iOS app in 3 weeks.

Mind in the Making, Project Manager

2016 - 2017

- ❑ Drove the creation and implementation of a library capacity building initiative generating 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.

Librarian II, Children's Services Supervisor

2015-2017

- ❑ Led a team of 4 across 2 library branches in the the development and delivery of over 1000 innovative, educational family programs.
- ❑ Increased Summer Learning engagement and participation 60% within one year, receiving commendation from the California State Library.

Language Play, Project Manager

2015-2016

- ❑ Identified service gap to vulnerable population and developed Language Play, an inclusive, language-based play group for young children of all abilities, using user-centered design philosophy.
- ❑ Proved participants gained play and language skills after only 6 sessions using user interviews, participant survey and speech-language assessments.

Money Smarts for Preschoolers, Project Manager

2011-2013

- ❑ Developed and executed financial literacy program for children and their families delivering over 550 financial education storytimes to 14,600+ attendees within 18 months.
- ❑ Managed \$120K in grant funding; success of program prompted sponsor to increase grant allocation by 33%.

SKILLS

Team Leadership
Crafting Vision
User Research
Information Architecture
User Story Mapping
Usability Testing
Data Synthesis
Presentations
Solutioning
Process Management

TOOLS

Sketch App
InVision
Figma
LeanKit
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