SARAH COLOMINA ASSOCIATE PRODUCT DESIGNER

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CAREER EXPERIENCE

UI/UX Designer - Remote | Opportunity Education | 09/2023 - Present

Opportunity Education is a non-profit education organization that empowers teachers with research-backed resources and support to help their students develop the skills they need to succeed.

- Leading comprehensive user research and usability testing including user interviews, competitive analysis, and analyzing metrics to reporting findings and recommendations to stakeholders.
- Working with Product Managers and Development to craft a product and business strategy.
- As part of a lean product design team I solely developed user journeys, information architecture, wireframes, visual design concepts, and prototypes.
- Utilizing existing design systems to ensure consistency and efficiency across product design.

Visual Communications Advisor, Treasurer - Executive Board | The Arts Hub | 02/2023 - Present

Key leader on advisory board for well-established non-profit arts performance and education center.

- Leading user research including review of web analytics on current digital marketing and web content and presenting findings through detailed presentations with infographics and rich media content.
- Coordinating large fundraising events and creating graphics to market and support these events.
- Building, maintaining, and implementing design system libraries.

Lead Designer + Creative Director | SC Design + Creative | 11/2011 - Present

Leveraging my expertise in best practices for UI/UX design best practices, my passion for creating solutions to user needs, and my drive for entrepreneurship, I started my own agency creating design solutions and intuitive user experiences that empower clients to achieve business goals by crafting strategic, data-driven solutions that:

- Establish client brands by crafting design systems that extend throughout a variety of media.
- Develop fully responsive design solutions across multiple devices including websites and mobile apps.
- Demonstrate expertise in applying accessibility principles within the design system for CMS interfaces.
- Coordinating comprehensive user research studies that utilize both quantitative and qualitative research methods and data collection.

User Experience Project Manager | RedTech Studios | 01/2010 - 11/2011

Led UX & interactive design for Fortune 500 tech clients like Microsoft (hardware, retail, mobile, advertising).

- Lead the design and development of a robust CMS brand hub for Microsoft Advertising from scoping through project completion on-time and in-budget.
- Manage multiple projects across cross-functional teams in a fast-paced environment.
- Defining project and business requirements through stakeholder interviews, data analysis, and user research, and user testing to develop comprehensive strategy and production plans that achieve project goals.

Creative/Digital Projects Manager | Cypress Consulting | 08/2008 - 12/2010

- Bridging communication effectively between clients and creatives to ensure high-quality work.
- Collaborating with customers to understand design needs and build valuable, effective solutions.
- Developing creative briefs that translate business objectives into clear creative strategies.
- Developing an effective and time efficient way to produce mobile marketing graphics and video for Microsoft Mobile in more than 26 languages.

Design Project Manager | Mondo Robot | 02/2008 - 08/2008

- Leading a team of cross-functional specialists to produce end-to-end experience designs.
- Driving and maintaining creative vision for websites, ad campaigns, and marketing programs.
- Examining existing processes, identifying flaws, and creating solutions to improve agency capabilities.

Senior Designer | Weaver Multimedia Group | 02/2005 – 02/2008

- Develop and lead creative vision and branding in partnership with client internal creative teams.
- Provided strategic creative direction, mentoring, and coaching to designers and developers.

Adjunct Instructor, Graphic Design | Colorado Technical University | 05/2005 – 03/2007

- Developing curriculum for college-level courses in Graphic Design.
- Independently leading in-person lessons via lectures, demonstrations, and interactive projects.
- Increased program registration and developed new courses to meet target registration numbers.

Lead Graphic Designer | Yardi Systems | 01/2003 – 02/2005

- Ensuring brand cohesion across all designed media by utilizing a strong attention to detail.
- Collaborate, brainstorm, and strategize with stakeholders to develop mockups and marketing materials.
- Create and maintain brand style guides for use across print and digital media.

Graphic Designer | DAKO | 01/2002-01/2003

- Designing within brand guidelines to produce marketing materials for a large organization specializing in biotechnology and life sciences instruments and software for diagnostic testing.
- Collaborating with a team of designers to produce innovative marketing support materials.

EDUCATION

- Bachelor Degree in Graphic Design | Magna Cum Laude | Eastern Michigan University
- UX Design Professional Certification – Google/Coursera

TECHNICAL EXPERTISE

Adobe Creative Suite | After Effects | Adobe Illustrator | Adobe InDesign | Adobe Photoshop | Adobe Premiere Pro | Adobe XD | Audio & Video Production | CSS | Design Systems | Figma | HTML | Javascript | Sketch | Slack

ESSENTIAL SKILLS

Accountability | Collaborative | Empathetic | Flexibility | Innovation | Leadership | Pragmatic | Strategic Thinker

Portfolio: www.sarahcolomina.com