

Sara Vasquez

UX Designer

Passionate and collaborative UX Designer with **6+ years of experience in research and design and about 3 year's experience in UX Design, Product and Service Design** specifically. Demonstrated success in developing research-based innovative products and beautiful, delightful user experiences. Dedicated to mission-driven solutions, ethical AI, and human centric innovation.

www.hellosara.me

Seattle, WA, USA

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SKILLS AND PROFICIENCIES

Figma	Retail/e-commerce	Usability Testing	Design Systems
Adobe InDesign	Customer Advocacy	Prototyping	Growth Mindset
Adobe Illustrator	Solutions-Oriented	High-Fidelity Mockups	Mobile First
UX/UI Design	User Research	Wireframing	Whiteboarding

WORK EXPERIENCE

UX/UI Designer

USA TODAY

07/2022 – 10/2022

- Owned and drove the user interface and user experience design of professional responsive desktop, mobile and tablet website-building tools in Figma.
- Developed human centered solutions through effective communication with globally distributed, cross-disciplinary team.
- Designed original visual assets in Adobe Illustrator and exported to Figma, then uploaded to Zeplin after completion. Worked directly with developers on a collaborative team using slack and Jira.
- Planned, designed, and presented professional core features and the design of innovative new modules that sported a clean, professional design aesthetic.

UX Designer

Passage Studio

05/2022 – 07/2022

- Owned and drove the design process and independently defined requirements for three innovative healthtech product features in Figma that delighted VP of design and business clients. I produced these features on my first day and they were presented to the client on the second day.
- Produced multiple high-level exploratory prototypes in different industries in globally-distributed, cross-disciplinary team.
- Thrived in fast-paced environment and handled ambiguity with grace resulting in contract extension.

UX Designer

Luxoft

01/2021- 08/2021

- Researched, designed, and produced "Activate" mobile and desktop app for social impact workers.
- Led mobile app design, usability testing, interviews, and UX writing on nationally-distributed team.
- Executed extensive research in remote and hybrid formats resulting in an exceptional product.

UX Designer

Pioneer Square Labs

01/2021- 03/2021

- Owned and drove the design process and independently defined requirements for creation of "Minerva" global hiring, data-driven business app, under the guidance of Pioneer Square Labs on a globally-distributed, cross-disciplinary team.
- Collaborated successfully with remote product, design, and engineering teams to plan and execute full product roadmap over zoom, slack and discord. Led UX writing, UX research and UX/UI design.
- Of 70+ ideas, Minerva won "First to Break Even" by PSL's Venture Capitalist expert panel.

Freelance Designer

Hellosara.me

10/2020 - Present

- Owned and drove the instructional design process and independently defined requirements utilizing Procreate, Figma, FigJam, paper prototyping, whiteboarding, storytelling and presentation skills to rapidly form team cohesion, reach design consensus, and produce large scale works.
- Crafted 6-week curriculum for 11-member bilingual teen artist team with **Urban Artworks**.
- Developed UX writing and progressive instructional design for 54 live instructional demonstrations.
- Conducted research, prototyped, designed, taught, and led varied arts and design teams in installing 7 original co-designed art installations all around Seattle with Urban Artworks and **Gage Academy**.
- Collaborated in production of 7 additional art installations led by other artists at local schools, **Amazon re:Invent and Day 1 Amazon campus stairs**, and the **MLB All Stars Monorail collaboration** resulting in an interview with **Seattle Times**, Front page news at **Real Change News** and many delighted clients and community members.

Design Services and Program Coordinator

Fred Hutch

10/2018 – 09/2020

- Researched, designed, and evangelized program logo, brand products and mission statement.
- Researched, coordinated, and led co-design workshops.
- Used well-honed problem-solving, collaboration and communications skills to foster evolving experiences that addressed in-house user needs.

VOLUNTEER DESIGN EXPERIENCE

UX Designer

Climate Advocacy Board of Edmonds

04/2024- Present

- Leading full design, UX writing, and web presence rebrand in hybrid setting.
- Advising on scientific communications, print, online and WordPress UX/UI design.

UX Designer

CatchaFire

11/2024- Present

- Led design review of current website and produced Figma file of primary website updates.
- Conducted Subject Matter Expert Interview to identify areas of improvement.

UX Researcher, Strategist and UX/UI Designer

“GoKiC” Geeking out Kids of Color

09/2020- 03/2021

- Led remote interviews, UX writing review, UX/UI mobile application review.
- Successful remote collaboration with cross functional, globally distributed team.

Service Designer, Graphics Designer, Presentation Designer and Print Designer

Gonzaga Environmental Organization

09/2012-05/2015

- Led research, design and service implementation of yearly sustainability awareness and engagement events, presentations, marches, clothing swaps, upcycled clothing design showcases, and rallies.
- Researched designed and produced UX Writing for educational posters, campaigns, fliers etc within Illustrator, Photoshop, and InDesign.

Presentation Designer, Print Designer and Email Designer

Peace Corps USA

09/2012-05/2015

- Led research, design, scheduling, and presentation of promotional materials for Peace Corps.
- Gave presentations and answered questions live on campus.

EDUCATION

Masters of HCI + Design

University of Washington

User Experience Design

School of Visual Concepts

Bachelor of Spanish

Gonzaga University

Art and Design

Santa Monica College

Bachelor of History

Gonzaga University

Minor in Promotions

Gonzaga University

LANGUAGES

English

Native Fluent Proficiency

Spanish

Limited Professional Proficiency

Bonus: EARLY CAREER EXPERIENCE

I love to learn, solve challenges, and dream up breakthrough ideas. I have been a tireless advocate for mission driven, compassionate and ethical organizations and enjoyed success in ecommerce, volunteer coordination, evaluating and creating continuous performance improvement systems and incorporating AI into curricula. By remaining laser-focused on the diverse end users I have served and their unique needs, I have been able to create delightful experiences and reduce complexity at every opportunity.

Volunteer and Donations Coordinator

Retail Banker USBank

Healthcare Administrator

Supplier Relations e-commerce Intern

United Way Accounting Intern

Gonzaga Admissions Intern

Community Dinner Prep, Serve + Clean

Senior Center Retail Assistant

Team Read Reading Tutor

National Residence Hall Honorary