

SARAH T. JOHNSON

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SENIOR UX/UI DESIGNER

Accomplished designer with the ability to create engaging user experiences that delight customers and streamline user flows. Well-versed in all aspects of the design process, from discovery and strategic recommendations, through responsive screen design, user testing, and iterative refinements. Advocate for an integrated, consistent experience using visual storytelling approaches across web, print and social media. Proven track record of creating designs that build brands, enhancing customer experiences, and increasing customer engagement that leads to a significant increase in sales and repeat business. **Core competencies include:**

- ▶ Mobile, Desktop, Tablet Responsive Design
- ▶ User Research & Usability Testing
- ▶ Website Redesigns with CMS Platforms
- ▶ Rapid Iteration in Agile Environments
- ▶ Development of User Personas
- ▶ User Journey Mapping, Flow Diagrams

Select Accomplishments

- Redesigned dashboard app experience for Meltwater resulting in an approximately 28% increase in dashboard use after launch
- Owned, drove and delivered the redesign of Avid.com, resulting in improved user experience and visitor task completion
- Designed and produced a smartphone and iPad app, resulting in greater visibility and usability for global audiences
- Refined brands and realigned marketing strategies to drive online engagement, resulting in desired actions & outcomes

Professional Experience

FRESENIUS MEDICAL CARE, Waltham, MA 2018 – Present

SENIOR UX DESIGNER, Contractor via TEKSystems

- UX design lead on the internal Fresenius Medical Care website redesign team; built out page designs, reviewed with leadership
- Moved 70+ separate websites with different brand expressions into a consistent user experience and unified brand presentation
- Redesigned Fresenius business sites to align with new brand; ensured the HR careers site was in alignment with our new website

SARAH JOHNSON CREATIVE, Greater Boston Area 2008 – Present

VP INTEGRATED MARKETING & DESIGN / SR. UX/UI DESIGNER

- I help businesses transition to digital, including brand unification, website design, email and digital display advertising
- Hands on senior UX designer focusing on intuitive and streamlined user experiences; tools include Sketch, InVision, Adobe CC
- Consultant for companies looking for website redesigns, brand architecture development, automation, and other services

Areas of Expertise

User Experience Design, Responsive Web Design, Information Architecture and User Flows, Brand Architecture and Corporate Identity, Digital Marketing and Analytics, Advertising Design & Copywriting, SEO, SEM, New Product Campaigns, Websites, Landing Pages, Microsites, Mobile Apps (iOS), Event Communications, Magazine Design, Video, Preflight and Press Approvals

MELTWATER, Manchester, NH 2016 – 2018

SENIOR UX DESIGNER

- Product designer for SaaS social listening app on Dashboards including research, design, user testing, and implementation
 - Worked in an Agile environment with engineering teams; articulated design strategy including wireframes, screens and flows
 - Rolled out Google Material Design framework across app supporting consistent UX patterns and evolving our Design System
- Results: Designed new social dashboard, making it easier for clients to monitor their brand at a glance on social media.

AVID TECHNOLOGY, Burlington, MA 2015 – 2016
WEB PROJECT MANAGER / SENIOR UX DESIGNER, WEB MARKETING OPERATIONS

- Core team for Avid.com redesign, responsible for migration to new CMS platform, significantly improving customer experience
 - Set strategy, managed web content and design buildout for the site, page design and navigation; UAT with agile team
 - Developed new site architecture, created wireframes and page designs for developers; managed contract writers
- Results: At launch, reduced visitor clicks, increased site traffic by 10%, increased sales, and web customer task completion.

PHILIPS HEALTHCARE, Eindhoven, The Netherlands 2014 – 2015
SENIOR DIGITAL SERVICES MANAGER

- Successfully delivered on-time, accurate digital services for internal client Philips Healthcare North America in Andover, MA
 - Oversaw delivery of web pages, microsites, email campaigns, analytics, tagging, SEO, and design migration to Adobe CMS
 - Managed multiple team digital projects working across international timezones which shortened production schedules
- Results: Increased customer engagement, expansion of our customer database, changed perception of Digital Services in U.S.

TRINITY UNIVERSITY, San Antonio, TX 2011 – 2012
COMMUNICATIONS MANAGER

- Designed and implemented an Android and iOS smartphone campus tour app, expanding the University's reach globally
 - Redesigned all online and print admissions recruitment communications creating a polished, unified brand presence
 - Implemented a comprehensive digital strategy including geotargeting initiatives resulting in increased brand awareness
- Results: Successfully introduced mobile app with video which enhanced brand recognition and engagement for student and parents alike, expanded the university's reach, and resulted in an increased pool of international prospects and applicants.

UNITED SERVICES AUTOMOBILE ASSOCIATION (USAA), San Antonio, TX 2010 – 2011
SENIOR CONSULTANT, MARKETING CREATIVE DEVELOPMENT, Contractor via Randstad

- Affiliate program creative strategy, design, and deployment
 - Managed cross-media campaigns for creative with external ad agencies
 - Launched new military affinity program including credit cards as well as home, auto and life insurance programs
- Results: Created a highly successful custom marketing program that exceeded 300% of expectations within months of launch. Launched several new customer programs and the success of those helped to create an explosion of new client sign ons.

CEIBO DESIGN, New York, NY and Buenos Aires, Argentina 2009 – 2011
VP, CREATIVE DIRECTOR & SR. UX/UI DESIGNER

- Web and print design services provided to technology, financial services, food services, publishing clients
- Created mobile/interactive/gaming pitches; sourced South American mobile developer talent
- Increased client brand awareness by delivering editorial, and social media programming
- Delivered value with educational strategies and storytelling ideas that could be executed across channels

STATE STREET GLOBAL MARKETS, Boston, MA 2008
SENIOR CONSULTANT, CREATIVE AND PROJECT MANAGEMENT Contractor via Aquent

- Managed and mentored internal writers, designers, programmers, worked with external ad agencies and printers
- SSGM Brand Steward; increased brand continuity across international offices and unified brand presence at sales conferences
- Worked with sales team to lead conceptualization, development and execution of marketing communications and promotions

FIDELITY INVESTMENTS INSTITUTIONAL SERVICES COMPANY, INC., Boston, MA 1998 – 2008

STUDIO DIRECTOR, MARKETING COMMUNICATIONS, 2000

SR. DESIGN PRODUCTION MANAGER, MARKETING COMMUNICATIONS, 1998

- Managed a 10-person in-house production studio; projects supported advisor funds, retirement and college savings products
- Researched and implemented workflow automation technologies, eliminating manual work and reducing time to market
- Brought photo retouching in house; rebranded all studio marketing communications with updated style sheets and color palettes

Key Accomplishments

- Achieved a 98% time savings by introducing chart automation, eliminating costs for 2 quarterly freelancers resulting in 0% error
- Eliminated manual time-intensive tasks and replaced charting with scripts, now a technology that is used today, companywide
- Delivered legally-required materials faster to market; cut printer preflight costs an average of 35% by delivering A-level files.

INC. BUSINESS RESOURCES, a custom publishing division of Inc. magazine , Boston, MA 1997 – 1998

MANAGING EDITOR

- Managed cobranded products including writing, art direction, and custom book and newsletter production
- Hired and managed editorial staff and freelancers; clients included VISA, Lexmark, Southern California Edison, AT&T
- Provided strategic recommendations and managed all agency resources to ensure client marketing needs were met
- Responsible for providing high quality assurance on all copy related deliverables
- Managing editor credit on book, *301 Great Customer Service Ideas from America's Most Innovative Small Companies*

Technical Skills

Adobe Creative Suite (expert) • Photoshop (advanced) • Sketch (advanced), HTML, JQuery (basic) • Balsamiq • InVision • JIRA • Optimizely A/B Testing • Adobe Experience Manager • Sitecore • Wordpress • Aprimo • Unica • Automation (basic Applescripting) • Database Integration • Eloqua • Marketo • Final Cut Pro • Keynote • Google Analytics • Business Sponsor Experience for Technology Rollouts

Education

BROWN UNIVERSITY, Providence, RI

Bachelor of Arts, Semiotics (English, language theory, media, art, and communications)

S.I. NEWHOUSE SCHOOL OF COMMUNICATIONS, Syracuse, NY

Magazine Publishing (Masters level), Advertising Principles, Advertising Copywriting, Television Production
One semester for Brown credit

THE INTERACTIVE FACTORY, Boston, MA

Certificate of Web User Interface Design

PROFESSIONAL COURSES, San Francisco, CA and Boston, MA

Adobe, American Graphics Institute, Center for Electronics Arts, Interactive Factory, Dale Carnegie Institute

MANAGEMENT AND INFLUENCE COURSES, Fidelity Investments, Boston, MA