

Sarah Gleason

UX Designer



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sarahgleason.design

Education

University of Minnesota - Twin Cities

📅 *Expected May 2023*

Bachelor of Science in Product Design

Minor in User Experience

Skills

Design

User Research, Experience Design, UI Design, Wireframing, Low to High-fi Prototyping, Usability Testing, Design Thinking

Toolbox

Figma/Adobe XD, Illustrator, InDesign, Miro/Mural, Asana, Trello, Qualtrics, HTML/CSS, Python, Git/Github

Entrepreneurship

Founder

Gleasoncustomz

📅 *March 2020 - Present*

- Provide custom painted designs on shoes based on customer consultations
- Sell over 150 units of product while managing orders and meeting deadlines
- Market business by creating content for website and social media accounts

Co-Founder

ClearCuts Acrylics

📅 *September 2019 - January 2020*

- Created original ornament designs as lead designer on a team of 3 business students
- Designed website and packaging using graphic design skills
- Sold 240 units of product in two months while marketing, manufacturing, and packaging the product

Experience

Computer Lab Manager

UMN College of Design, Minneapolis MN

📅 *August 2019 - Present*

- Interview, hire, onboard, and train 15 employees in providing IT support for design software and building customer experience skills
- Facilitate meetings with design faculty to create new systems that increase lab efficiency
- Receive and implement student feedback by redesigning lab layout and signage

President, Events and Outreach Coordinator

Product Design Minnesota Club, Minneapolis MN

📅 *August 2021 - Present*

- Create, organize, and manage 5 cross-functional teams of Product Design students
- Propose, organize, and facilitate events that help Product Designers get engaged in the design community and that develop their professional skills
- Schedule club meetings and create agendas to keep teams on track for event planning and execution

User Experience Intern

Blue Cross Blue Shield of Minnesota, Eagan MN

📅 *May 2022 - December 2022*

- Interviewed 24 internal stakeholders to identify customer pain points and created flow charts, user personas, journey maps, and storyboards to analyze insights
- Ideated on digital solutions and created user experience wireframes, mockups, and interactive prototypes
- Coordinated and conducted usability testing on prototype with 15 users and implemented feedback

Usability Analyst

Hennepin County Law Library, Minneapolis MN

📅 *September 2022 - December 2022*

- Performed a heuristic evaluation on website to identify usability problems in their user interface design
- Conducted usability testing sessions in accordance with test plan and protocols
- Created a usability test report and presentation with findings to propose solutions to the client