

UX

SARA FARHAT

UX DESIGNER | WWW.SARAFARHAT.ME

SKILLS

Web

HTML / CSS / JavaScript / JQuery

Design

Sketching / Prototyping /
Wireframes / Sketch / Photoshop
/ InVision / Illustrator / InDesign /
Style & Branding

Research

Interviews / Surveys / Card
Sorting / Usability Testing / A/B
Testing

Planning

Persona / User Journey /
Scenarios / User Flow /
Competitor's Analysis

EDUCATION



General Assembly, Seattle
Front-end web
development certificate
2015



AUB, Beirut
BArch (Architecture)
2004-2009

EXPERIENCE

UX DESIGNER II • FORMOTUS • SEPT 2015 - PRESENT

Worked closely with a multi-disciplinary team to design a form creator that would help the company branch out of their dependency on InfoPath. Redesigned the Formotus Portal where users manage their forms and form distribution. Conducted usability testing with existing and potential customers to improve the product and align it better with their needs. Created a style guide that ensured brand consistency across different teams.

UX DESIGNER • ATTENDIBLE • JUL 2012 – JUL 2015

I designed the UI for both web and mobile products (Android & iOS) through producing wireframes and low/high-fidelity prototypes. Defined the different personas and laid out the user journey and user flow through storyboards. Conducted usability testing through on-site interviews with existing and potential customers. A/B tested different pages on the website and mobile apps to monitor usage and understand which worked better for the user.

FREELANCE GRAPHIC DESIGNER • JUN 2009 – JULY 2012

Worked with small businesses and created illustrations, designed website pages, layouts, logos, and visual assets with a focus on typography, color, composition and branding.

DESIGN INTERN • SIMONE KOSREMELLI • JUN 2008 – SEPT 2008

Worked on designing and drafting plans for two residential houses.

DESIGN INTERN • IPDS, CALIFORNIA • JUN 2007 – SEPT 2007

Produced sketches, diagrams and drawings for a library project.

DESIGN INTERN • ATELIER HAPSITUS • JUN 2006 – SEPT 2006

Produced concept drawings and worked on model making.



SARA.FARHAT@GMAIL.COM



@SARAFARHAT



425-6989083



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