SARA HEMMER

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RESEARCH
Surveys and Analysis
Screener Interviews
Stakeholder and User
Interviews
Discovery | Definition
Heuristic Evaluations
Contextual Inquiries
Card Sorting
Usability Scripts and Tests

PLANNING AND ARCHITECTURE
Design Studio
Affinity Mapping
Empathy Mapping
Persona Creation
Mind Mapping
User Stories
User Flows
CX Journey Mapping
Taxonomy Structures
Navigation

DESIGN
Concept Sketching
Wireframing|Mockups
Low-fi, Hi-fi and Fully
Interactive Prototypes
Brand and Style Guidelines
Developer Specifications
Responsive Web Design
Web Accessibility (WCAG)

TOOLS
Pen/Paper Sketches,
Adobe Creative Cloud
(10+ years: Photoshop,
InDesign, Illustrator)
Axure (pro)
InVision (fluent)
Drupal CMS (6 years)
Bootstrap/HTML/CSS
Angular JS
Keynote
Sketch
UXPressia

Professional Summary
UX designer and people-centered strategist obsessed with designing and delivering user-informed digital products, SaaS, online communities and mobile applications. Naturally curious. Continuous learner. Passion for design-thinking and systems-thinking approaches that bring people and technology closer, creating harmonious and seamless experiences. I can deliver on a career's worth of communications and presentation skills adding value to stakeholder and team relationships. Technologically adept researcher, designer and strategy-framer who gives clarity and meaning to complex concepts. Also-versed in Agile/SCRUM practices, web accessibility, HFE research methods and ethnography.

Professional Experience
Sr. User Experience Designer | Thomson Reuters, Lake Oswego, OR | April, 2016 - present
On a team of three, responsible for the design, testing and cloud implementation of the leading enterprise global tax solution. This requires quick grasp of complex, international tax scenarios; delivering on product requirements; and usability testing with tax professional clients. As part of a full-Agile/SCRUM team, I interact daily with 2 or 3 dev teams providing overview slide decks, detailed designs, fully interactive wireframes and frequent approval reviews. I also contribute to our 30 person distributed UX team meeting bi-weekly to share usability test resources, contribute to our corporate design system/patterns library and continually explore emerging UX and XD practices and technologies.

User Experience Designer | Nike Global HQ, OR | January, 2016 - April, 2016
UX/ UI team research and design for a new Global Brand Marketing digital assets and brand planning system in use by more than 40,000 corporate, partner and agency employees. *Revitalized* replaced three over-extended planning and asset management tools. My role included stakeholder interviews, user research, site architecture planning and digital design for the Revitalized website. I led the design and development of the Style Guide and translation to site specs/developer requirements for a responsive, accessible *Revitalized* experience.

User Experience Research and Design Consultant | Seattle, Portland | August, 2015 - March, 2016
IOTAS Smart-Apartment Mobile Interface, Wei Kitchen Online Presence and Store, Penny Post Digital Postcards
Interface design and usability research for several mobile-driven, emerging technology products. IOTAS scope included interviews (stakeholder, SME and users), comparative analsysis and wireframes for iOS. Wei Kitchens included research and digital design to build out a lifestyle website and merchant portal. Penny Post required user personas, scenarios and flows, site information architecture, wireframing, and lo-fi prototyping.

User Experience Researcher and Designer | General Assembly
Seattle, WA | June - September, 2015
Immersive user experience research and design training focusing on UX end-to-end services discovery through final product delivery. **User research:** interviews, surveys, task and data analysis, heuristic evaluations, contextual inquiries, personas and storyboards; **Information architecture:** user flows, card sorts, sitemaps, layout; **Prototyping and design:** sketches, paper prototypes, wireframes, Axure, Invision, HTML, CSS and Bootstrap; **User testing:** usability test plans, usability screening, usability testing; **Visual design:** navigation elements, UI, style and developer guides; concept maps, sitemaps, user flows, navigation systems, taxonomies and content inventory.

Strategy Consultant | Open Sourcery, Portland, OR | June - October, 2014
Research, analysis, planning and implementation to strategically position a 20-person Drupal development firm with vertical markets in higher education, the social economy and sustainable business. Created strategic plan, digital and brand assets that contributed to company being purchased by the market leader.

Senior Strategist and Design Director | Flying High Creative
Portland, OR | January 2004 – June, 2015
Led a user-centered design and strategic communications firm building socially innovative brands and responsible businesses. I supervised a 4 person design team, managed strategy and implementation for clients, exceeding annual revenue of three-quarters of a million dollars. *(continued)*

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PRESENTATIONS | WORKSHOPS
Insights Delivery
Metrics to Meaning
Collaborative Design
Design Thinking IRL
Agile/ Lean UX
Gamestorming Activities
Human-Centered Design
for Good (IDEO Approach)

FIRST UX RESEARCH EXPERIENCE came at age 8 when I got my first mood ring. Not content with my own color changes, I recruited friends to experiment. We tested scenarios affecting emotion and temperature, then I carefully charted results.
It didn't win the school science fair. But years later I got to incorporate similar thermochromic sensors into a client project: school message boards to engage kids with highly-interactive, non-digital spectrum-turning experiences.

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Senior Strategist and Design Director | Flying High Creative
Portland, OR | January 2004 – June, 2015
Research, strategy and digital design for one of the nation's first socially responsible mortgages. Scope included user-centered studies and primary research, brand development including all print and digital materials, a multi-gateway Drupal CMS and building a communications/collaboration network for 60 nonprofit member organizations across four states.

Developed strategic communications and responsive website (Drupal CMS) for a national association of colleges that helped secure $6.5 million toward their Work-Learning-Service model. Scope included research, analytics, user interviews, wireframe testing, high fidelity facilitating, reporting and consensus building with multiple college presidents and advisory groups.

Led campus collaborative design process to brand a top nationally ranked college. Process included user research, affinity mapping, pattern language evaluation, A/B testing, design and implementation of the first logo and brand/style guidelines for this 150 year established college.

Director of Communications | Mountain Association for Community Economic Development
Berea, KY | October 1997 – December 2003
Research, content strategy and web design for one of the first national networks and online communities for sustainable community development. Conducted user research, contextual analysis, competitive/comparative analysis, wireframes, usability testing, UI, design specifications and developer liaise. Responsible for content testing and usability testing.

Marketing Specialist | Women's Initiative Networking Groups (WINGS), Berea, Kentucky
May 1996 - December 1997 (Advisor through 2002)
Developed marketing curriculum and led training workshops for women business owners in rural communities of Kentucky and Tanzania, East Africa.

Event Producer/Marketing Consultant | Mac Productions, Cincinnati, Ohio
November 1992 - April 1996
Directed video, digital content and corporate communications for a national event production company. Responsibilities included planning and organizing, promotional campaigns, managing 450 exhibitors, design and vendor relationships of all print and digital collateral.

Account Manager, Creative Director | Baker Communications, Lexington, Kentucky
September 1988 - November 1992
Applied market research and qualitative analysis to copywrite and produce digital materials for regional and national clients including: Kenny Rogers Roasters, ReMax International and Pepsi-Cola.

Education/Accreditations
Eastern Kentucky University, BBA in Marketing Communications
Minors: Graphic Design and Broadcast Journalism

Trainings: General Assembly (Seattle) Advanced UX Immersive (full time, four months); MS. Foundation Equity Workshops; Kellogg Foundation Sustainable Communities, numerous workshops to advance design studio skills: sketching, facilitation training, improv, and ongoing software trainings.

Recognition/Professional Associations: Co-Organizer of the Portland Axure Meetup, Mentor to PNCA's MFA students in Collaborative Design, Data Analysts for Social Good, NeighborWorks America, and CRAG Environmental Law. Recipient of eleven ADDY awards (American Advertising Federation).

Rejuvenates through yoga, sailing, kayaking, bicycling and making art through reclaimed materials.