

# Sarah Phares

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## SKILLS

### RESEARCH

Survey Development  
Stakeholder & User Interviews  
Contextual Inquiry  
Participatory Design  
Collaborative Synthesis  
Journey Mapping  
Insights Definition  
Persona Development  
Usability Testing

### DESIGN

Creative Direction  
Concept Ideation & Evaluation  
Scenario Development  
Task Flow Definition  
Mapping & Diagramming  
Interaction Model Definition  
Logic & Information Architecture  
Site Map Creation  
Wireframing & Documentation  
Digital/Physical Prototyping  
DLS Development

### BUSINESS & COMMUNICATION

Product Roadmapping  
Workshop Facilitation  
Presentation Design & Delivery  
Professional & Technical Writing  
Content Strategy & UX Writing  
Branding & Naming

### TOOLS

Adobe InDesign  
Adobe Illustrator  
Sketch  
InVision  
HTML5 & CSS3  
Keynote  
Microsoft Office Suite  
Bookbinding & Letterpress  
Architectural & Freehand Drawing

## EXPERIENCE

### Smart Design, New York, NY,

#### Associate Design Director, July 2014–Present

Lead multi-disciplinary teams in shaping product and service experiences to achieve business and experience goals while playing hands-on role as product design or strategy lead. In addition to design work, identify development goals and guide professional growth of senior-level reports through weekly meetings and annual performance reviews.

- Digital/physical experience strategy – Leveraged qual/quant research and behavioral strategy to define experience principles, key task flows, and signature features for women’s wellness wearable
- IoT MVP design – Led research and detailed design for responsive, web-based intelligent restroom management system leveraging dispenser data to support real-time monitoring across devices and locations to streamline cleaning routine and increase tenant satisfaction
- Cloud platform patent application – Led research, ideation, and design of innovation concepts for digital workflow management. Patent application submitted for multiple concept outputs (pending)
- Discipline leadership – Planned, facilitated, and synthesized 2016 offsite for seven-person team, and presented findings to inform training, technology, and business development efforts
- Process definition & evolution – Create and evolve case studies and process documentation while developing and socializing new tools and processes ranging from workshop activities to prototyping
- Business development & program planning – Act as the IxD content lead in business development, develop points of view for winning pitches, and play leading role in scoping and resourcing programs
- Client relationship support – Manage and develop relationships by leading weekly and milestone presentations on programs and advising on future programs

### frog, New York, NY,

#### Associate Creative Director, May 2013–July 2014

#### Sr. Interaction Designer, October 2011–May 2013

#### Interaction Designer II, July 2010–October 2011

#### Design Intern, May–August 2009

Guided multi-disciplinary teams in developing interactive, cross-platform experiences and created key research and design deliverables that fulfilled criteria for clients and end users. Alongside program work, provided professional guidance and facilitated yearly review process for direct reports.

- Digital/physical product innovation – Developed interaction model and detailed application designs for build of specialized, multi-configurable touchscreen communications device for traders
- Global collaboration tool beta launch – Worked with frog, GE, and Cisco development teams to design platform used by nearly 115,000 – over one-third of the entire employee base – at launch
- Global product portfolio strategy – Directed research, strategy, technology, and design workstreams to guide team in developing innovation concepts supported by qualitative and quantitative research and facilitated workshops with client to downselect, prioritize, and roadmap concepts
- GE Industrial Internet software – Led global research and design to develop foundational design of dashboard enabling streamlined workflow and predictive maintenance for energy customers
- Healthcare web app patent – Led interaction design of new model for web application, awarded a patent and featured in *Wall Street Journal*, that presents tumor-sequencing data to oncologists, ensuring successful adoption and informing personalized medicine treatment
- Design thinking training – Moderated group of eight in three-day design thinking training for senior leadership of Fortune 100 company. Curriculum focused on collaboration and customer oriented-thinking across the research and design process to yield innovative product concepts

**Visual Communications Research Studio, Washington University in St. Louis, St. Louis, MO  
Senior Research Associate and Instructor, June 2005–June 2008**

In fellowship funded by Kauffman Foundation grant, worked in project manager, art director, and designer roles on projects for academic, non-profit, and commercial partners and taught core and elective classes within the Sam Fox School of Art and Design.

- Exhibit design and content creation – Developed theme, directed explanatory graphics and animations, and wrote text for Your Heart educational exhibit at Missouri Baptist Medical Center
- Environmental graphic design – Designed custom interior graphics and display fabrications for the MySci Investigation Station, a mobile classroom that brings interactive science education to area K-2 students and received a What's Right With The Region! award from FOCUS St. Louis
- Publication design – Designed exhibition catalogues for the Norman Rockwell Museum and Mildred Lane Kemper Art Museum at Washington University
- Teaching – Taught Visual Communications I elective and co-taught Typography I and II for design majors while evolving course curriculums and creating new course content and assignments

**Jon Roll & Associates, Cambridge, MA**

**Environmental Graphic Designer, July 2003–June 2005**

Designed and executed wayfinding systems and special installations for academic, government, and institutional clients at 10-person environmental graphic design firm, contributing in all phases from schematic design to implementation.

**Goody Clancy, Boston, MA**

**Graphic Designer, June 2002–July 2003**

Designed project proposals and presentation materials and collaborated with in-house marketing team to develop and implement graphic standards and maintain design archives.

**VOLUNTEER WORK**

**Civic Hall Labs, New York, NY**

**UX Designer, Inaugural Delta.NYC Pro Bono Tech Pilot, October 2016–November 2016**

As part of a program exploring new models for pro bono tech, joined a four-week sprint to launch a fundraising campaign and donation page for Callisto, a third-party college sexual assault recording and reporting system. As UX Designer on a five-person team, designed donation page that helped secure over \$16K in \$100+ donations from new donors before January 1st deadline to secure bonus gift.

**NYC Cares, New York, NY**

**Volunteer, October 2016–November 2016**

Accompanied Achilles International runners during Central Park workouts

**EDUCATION**

**Carnegie Mellon University, Pittsburgh, PA**

**Master of Design, Interaction Design, May 2010**

- Interaction Design & Communication Planning and Information Design course requirements
- Phi Kappa Phi Honor Society, 2010
- Kynamatrix Research Grant for graduate thesis work, 2010
- Instructor, Communication Design Fundamentals, Fall 09 & Spring 10
- Teaching Assistant, Graduate Design Seminar II: Information in Narrative & Argument, Spring 10

**Basel School of Design, Basel, Switzerland**

**Basel Summer Program 2005: Basics in Design & Typography**

- Three-week program with Wolfgang Weingart including workshops in Drawing, Space and Form, Color, and Typography

**Washington University in St. Louis, St. Louis, MO**

**BFA Visual Communications: Graphic Design, BA Architecture, and Minor in Art History, May 2001**

- Paul Edward Birdsall Award in Graphic Design, 2001; Deans List 1996–2000
- Architecture Summer Abroad 1999: "Analysis and Documentation": 6-week field work course in Helsinki, London, Barcelona, and Paris with focus on the analysis of significant architectural sites