

Sarah Phares

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CORE SKILLS

Design direction and team leadership
Workshop planning and facilitation
Research planning and facilitation
Design strategy and product definition
Interaction design
IA, Content strategy, and UX writing
Digital/physical prototyping
Agile design process

KEY CLIENTS

American Express, AT&T, Bloomberg,
CA, Comcast, Equinox, Fidelity,
Foundation Medicine, GE, IPC, Nokia,
Omron Healthcare, Pfizer, Pitney Bowes,
Samsung, Schneider Electric, Sephora

UX EXPERIENCE

Verizon Customer Experience Team, New York, NY, Senior Experience Design Manager, November 2017–present Experience Design Manager, July 2017–November 2017

Leading design efforts for next-generation customer experiences across channels and platforms within new team while collaborating with leadership to shape processes and culture.

- Team Building and Organization Design - Wrote job descriptions for all CX team roles and drafted career progression outline to guide hiring and management while playing lead role in recruiting
- Product Design Team Leadership - As Design Lead for Verizon's new rewards program, guide UX, Visual Design and Content Strategy team members in evolving products and design systems
- Product Design Strategy - Partner with product managers, stakeholders, and teammates to help shape product strategy by balancing customer and business needs informed by data and research

Smart Design, New York, NY, Associate Design Director, July 2014–July 2017

Partnered with leadership to shape the interaction design discipline while managing direct reports and leading teams in developing consumer-focused product experiences, with an emphasis on service design, experience strategy, and digital/physical product design.

- Discipline leadership - Developed new tools and processes and planned and facilitated team offsite to inform training, technology, and business development efforts
- Program planning - Acted as the interaction design content lead in business development, crafting points of view for winning pitches, and played leading role in scoping multi-disciplinary programs
- Mentorship & management - Guided the professional growth of senior-level reports through weekly meetings and annual performance reviews

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

Progressed from individual contributor role leading interaction design and research workstreams to a leadership role guiding teams in developing interactive, cross-platform experiences including innovation programs and complex enterprise systems.

- Design direction - Directed research, strategy, technology, and design workstreams to develop concepts supported by research and facilitated concept prioritization workshops with client
- Design thinking training - Led group of eight Fortune 100 company leaders in three-day workshop teaching customer-oriented research and design processes to yield innovative concepts
- Interface patent - Led interaction design of new model for healthcare web application, awarded a patent and featured in Wall Street Journal

EDUCATION

Carnegie Mellon University, Pittsburgh, PA Master of Design, Interaction Design, May 2010

- Kynamatrix Research Grant for graduate thesis work, 2010; Phi Kappa Phi Honor Society
- Communication Design Fundamentals Instructor and Graduate Design Seminar Teaching Assistant
- Completed core classes in Professional and Technical Writing graduate program

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

Additional experience available on LinkedIn.