Sarah Lai

Collaborative UX/UI designer with a background in hospitality, sales and marketing focused on delivering impactful design solutions by leveraging empathy and active listening skills. Passionate about developing user-centric experiences that are intuitive, meaningful and enrich our everyday lives.

Projects

Adobe XD x NASA Creative Jam Challenge - May 2021
Design an engaging way to teach middle schoolers about a NASA mission

- Awarded an honorable mention out of 173 submissions
- Collaborated with a CareerFoundry UX/UI graduate to ideate and build a high fidelity prototype within a one week timeline
- Conducted user research and competitive analyses to effectively guide our decisions regarding presentation, language and delivery methods
- Led usability tests to uncover points of friction and inform areas of improvement

Good Fido Dog Training App - CareerFoundry- August 2021
A video call dog training app that enables you to train any time, anywhere

- Managed the entire design process as the sole UX designer. Conducted interviews to understand pain points, created user personas, and ran preference & usability tests to create a high fidelity prototype that incorporated feedback to provide a more seamless experience.

Education

Career Foundry - November 2021
Certificate of Completion | UX Immersion with UI Specialization

Coursera - September 2020
Intro to UX Design, Intro to UI Design, Intro to UX Principles & Processes

St. John Fisher College - December 2008
B.S. in Management, Concentration in Marketing

Work Experience

Marketing Director
Manhattan Total Health | June 2016 - July 2020

- Exceeded new patient generation goals by 50% in the first six months by streamlining insurance verification processes and expediting the initial visit with our onsite doctors
- Coordinated and attended hundreds of wellness events. Set up 100+ appointments every month through active listening and problem-solving.
- Spearheaded a new website launch and led the directive for visual design. Improved visibility for new patient forms and rewrote strategic copy to make the site more user-friendly, resulting in increased online visibility
- Cultivated relationships with existing patients to build a referral program
- Collaborated and liaised with billing and administrative departments to optimize patient conversion by 20%

Marketing Coordinator
Jonathan B Levine & Associates | April 2015 - June 2016

- Led new patient onboarding and implemented a holistic strategy to craft all touch points, ensuring a welcoming, positive and seamless experience
- Researched and crafted communications to stay abreast of industry trends and topics
- Employed best practices and effective social media marketing strategies to grow our Instagram following by 59% in the first five months.

Skills

Programs
Figma
Sketch
Adobe XD
Balsamiq
Invision
Marvel
Microsoft Office programs
Slack
Zoom

Skills
Wireframing
User Research
Usability testing
Prototyping
User flows
User Journeys
Personas
Information Architecture
Interaction Design
Design Thinking
Style guides
Storytelling
Heuristic Evaluation
Card sorting
Preference Testing
Responsive Grids

Get in touch!

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