SARAH JOY HOOD / WWW.SARAHJOYHOOD.COM
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EXPERIENCE

Condé Nast - Senior Product Designer **June 2017 - Current**

- *Identify, prioritize, and communicate design requirements*
- *B2B interaction design: driving & enhancing software workflow efficiency*
- *Data analytics research to uncover behavioral insights*
- *Collaboration with UX research team creating design artifacts*
- *Qualitative design research: concept validation & usability testing*
- *Rapid prototyping, iterating, and refining design solutions*
- *Presenting design work to senior stakeholders and addressing feedback*

Viacom - Product Designer **Aug 2016 - May 2017**

- *Design solutions for the MTV News editorial platform*
- *Create high fidelity mock ups*
- *Define interaction animation details*
- *Collaborate with UX Design on rapid prototyping*
- *Follow and extend existing brand guidelines for new experiences*
- *Create visual assets and specs for developers and engineers*

Ivory Digital - Web Designer **Jan 2016 - June 2016**

- *Creative and concept design direction for client projects*
- *Wireframes and high-fidelity mocks for desktop, tablet, and mobile*
- *Presentation direction for client projects with story arc for concepts*
- *Production management overseeing junior-level Visual & UX Designers*
- *QA testing and collaboration with development team*

Visionweb - Visual & Interactive Designer **Dec 2013 - Nov 2015**

- *Create lead-driven print and web advertisements*
- *Design and produce collateral for marketing distribution*
- *Conversion centered designs for landing pages and email campaigns*
- *User interface and experience design for company website*
- *Brand and style guide development and finalization*

Growth Acceleration Partners - UI/UX Designer **Sep 2012 - Sep 2013**

- *User experience design for mobile apps and web*
- *User interface design with wireframes and live demos*
- *Assessing existing UI/UX designs and QA testing*
- *Artwork design and slicing assets for Android, Windows, and iOS*

Trouble & Bass - Designer & Production Manager **Aug 2009 - Sep 2012**

- *Design and development of label newsletter*
- *Design and production for all printed goods and marketing materials*
- *Merchendise design, production, and fulfillment*
- *Online store design and management*
- *Album artwork for both online and printed goods*

EDUCATION

The University of Texas at Austin | May 2009
Bachelor of Fine Arts in Design | Honors: Dean's List