

Sarah LeQuire

UX/UI Designer • Product Designer • Service Designer

Self-motivated UX/UI Designer with over 10 years experience implementing user-centered design and design thinking combines research, analysis, problem-solving skills, translates market trends and customer needs into designs that resonate with the target audience and benefit business.

PROFESSIONAL EXPERIENCE

TECH FLEET

2/2024-Present

UX/UI Design Co-Lead

Co-Lead on phase 3 of The Melanin Village, began as an Apprentice on phase 2. The UX Design team was made up of 2 Leads and 4 Apprentices creating a mobile app for a homeschooling community.

- Co-led 4 apprentices in ideation of 8 social, messaging, groups, and events user flows in 8 weeks resulting in saving the client \$20,000
- Communicated with project management, strategy, and writing teams to successfully plan sprints and develop the product roadmap for the client
- Strategized the sitemap and refined the design system to create a template for the site's overall design and prepare for usability testing

UX/UI Design Apprentice

- Saved the client \$4,380 by creating a design system
- Designed 20% of the components for the pattern library
- Created 53% of the style guide including the template and UI guidelines
- Collaborated cross-functionally to evaluate platforms' features and recommended FlutterFlow for the client's needs

1888 MILLS & 37 ORCHARD

10/2023-Present

Freelance Product Designer

- Created detailed designs for over 100 physical products quarterly in order to provide stakeholders with quality, trend-driven prototypes and increase adoption rate by customers
- Analyzed customer feedback, researched concepts, and strategized roadmap in collaboration with Design Director resulting in visual designs for multiple product lines

FASHION RIVER

1/2023-10/2023

Product Designer

- Had physical product ownership of over 20 fabrications and established visual direction resulting in 23% increased adoption rate
- Reviewed stakeholder feedback, analyzed the data, and ensured design consistency end-to-end through cross-functional collaboration and communicating to improve customer satisfaction

IKEDDI ENTERPRISES, INC.

7/2021-7/2022

Product Designer

- Performed competitive analysis, researched market, and strategized with stakeholders to realign the physical product to the customer's needs
- Analyzed tasks and organized procedures resulting in improved fit process saving the company money in extra model fees

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CONTACT



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Brooklyn, NY



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909-213-9339



Portfolio:
sarahlequire.com/



LinkedIn:
linkedin.com/in/sarah-lequire

SKILLS

UX/UI Design
Product Design
Service Design
Human-Centered Design
Responsive Design
Agile
WCAG
User Research
Information Architecture
Usability Testing
Preference Testing
Wireframes and Prototypes

TOOLS

Figma
Adobe Creative Suite
Miro
Sketch
Marvel
Notion
Basic HTML & CSS

EDUCATION

Certificate in UX Design
CareerFoundry | 2023-2024

BFA, Fashion Design
Savannah College of Art and Design

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PROFESSIONAL EXPERIENCE (Continued)

COLORTREE GROUP, LLC. 6/2019-7/2021
Product Designer

- Analyzed selling to validate designs and tripling adoption rate for new physical products
- Led freelance designer in ideation resulting in increasing the print library by 100 designs quarterly

SUNRISE BRANDS 11/2015-6/2019
Product Designer

- Researched market and analyzed customer feedback resulting in 60-piece product lines for multiple brands sold in 5 US department stores
- Coordinated with stakeholders creating quality designs and improving usability of product

PROJECTS

PAPERBACK SWAP: A REDESIGN 11/2023-1/2024
UX/UI Design Student at CareerFoundry

- Created a mobile-first redesign resulting in a responsive site
- Conducted usability testing with 3 participants on prototype and evaluated testing data to create new iterations of wireframes
- Developed mood board and style guide ending in final mockups for mobile, tablet, and desktop breakpoints to make the site accessible

CAREER CHAT: A CAREER COACHING APP 3/2023-11/2023
UX/UI Design Student at CareerFoundry

- Conducted a competitive analysis, user survey of 12 people, and 3 user interviews to discover the pain points of customers leading to creation of personas, journey maps, flows, and sitemaps
- Performed an open card sort with to evaluate the organization of the site and designed wireframes based on usability heuristics
- Created a prototype for usability testing with 6 people and revised the designs to create a mobile-first, responsive web app

DESIGN STUDY: A VOCABULARY APP 2/2023-3/2023
UX/UI Design Student at CareerFoundry

- Analyzed competitors and interviewed 4 participants to develop a user persona, information architecture, wireframes, and prototype
- Conducted testing with 5 participants and reiterated wireframes improving the app's usability

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