Sarah Rivera
UX/UI Designer

864.395.7813 | riverasarah03@gmail.com

EDUCATION:

Bachelor of Science in Digital Information Design Concentration in Interactive Media May 2022 *Winthrop University; Rock Hill, SC*

PROFESSIONAL EXPERIENCE:

Senior UX Designer June 2022 – Present ***Truist Bank***

- led end-to-end digital experiences for two segments across Truist's public-facing website
- Working experience in creating wireframes, prototypes, and high-fidelity designs for all viewports
- Collaborated with Content Strategist and UX Researchers to execute data-informed designs
- Served as the design voice/expert in meetings
- Worked closely with Developers and the CRO team to implement and analyze A/B testing results for continuous improvement.
- Achieved an average 50% increase in engagement on updated pages

UX Designer June 2022 – 2024 ***Truist Bank***

- Served as support designer across the website and lead designer for Truist Wealth segment
- Assisted in the creation of components and overall maintenance in our Figma library
- Maintained up-to-date Accessibility training to ensure A11y compliance
- Collaborated with Product Owners and Digital Strategist to strengthen communication skills
- Designed games and team outings to foster culture and collaboration
- Led design for a new product launch and strategized updates to the overall Investing service experience, resulting in our most-visited investing product page

SUMMARY OF SKILLS:

Soft skills

- Proficient in oral and written communication
- Skilled in concept creation and pitching ideas
- Experienced in usability testing and collaborating with UX Researchers
- Experienced in partnering with Content Strategists, Digital Strategists, Product Owners, and Developers
- Comfortable working under tight deadlines and adapting quickly under pressure
- Skilled at identifying issues to prevent risk, developer debt, and wasted time
- Always thinking ahead to apply innovation and improve future experiences

Hard skills

- Expert in Figma
- Experienced in managing Figma libraries and prototyping designs
- Expert knowledge of Adobe Creative Cloud: Mastery of Illustrator, Photoshop, and InDesign
- Expert in Miro and Airtable
- Intermediate proficiency in Adobe Analytics
- Familiar with working in a Kanban (Agile) framework
- Foundation in Graphic Design
- Proficient in basic front-end development: HTML, CSS, JavaScript
- Intermediate knowledge of React