

Sara Scheuermann

User Experience Designer

As a user experience designer I help solve complicated human problems by observing complicated human interactions. Collaborating with multidisciplinary teams, our observations are synthesized and turned into insights from which solutions arise.

📍 I'm currently in Toronto, Canada

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in LinkedIn

Experience

2014-2016



Senior User Experience Architect

Secret Location, Toronto, Canada

Designed the user experience for a variety of projects and platforms. Created wireframes, user flows, site maps, prototypes and detailed design specifications to define interfaces. Conducted user research, competitive analysis, heuristic evaluations and usability tests. Clearly presented IA concepts and interaction recommendations internally and to clients. Assisted in building the UX department and led it, oversaw freelancers and internal UX team.

2013-2014



UI/UX Designer

Interad Media Design Corp., Toronto, Canada

Created wireframes and designed user interfaces for RBC Royal Bank's mobile and tablet experiences. Specifically, customized their website for mobile and rethought and designed responsive, branded applications.

2012-2013



Lead Interactive Designer

myhuddl, Toronto, Canada

Created the logo, brand, identity and art direction for social planning app: myhuddl. Configured the user flows and wireframes for the application on mobile, tablet and desktop and designed the user interface.

2012



UI/UX Designer

Invivo Communications Inc., Toronto, Canada

Ideated the utility and functionality of branded pharmaceutical tablet applications. Created the wireframes and information architecture for those applications.

2012



Mobile UI/UX Designer

Halogen Mobile, Toronto, Canada

Established the client winning design concept for a Huffington Post application to be built for Windows 8 in response to an RFP from AOL. Collaborated with the team in designing the company website and pitch deck. Created screen comps for BlogTO's patio app.

Education

2016

Design Kit: The Course for Human-Centered Design

Acumen and IDEO.org

2012

Post Graduate Certificate: Advanced Digital Design

George Brown College, Toronto

2009

Bachelor of Arts (Honours): Studio Art

University of Guelph, Guelph

- Graduated with Distinctions
- Dean's Honour List
- Entrance Scholarship

Skills

- User Experience
- Information Architecture
- Wireframing
- Interaction Design
- User Research
- Usability Testing
- Design Thinking
- Design Strategy
- Visual Design
- Critical Thinking
- Writing

Software

- Axure
- Sketch
- Omnigraffle
- InVision
- Photoshop
- InDesign
- Illustrator
- Keynote

Awards

