# SARAH TRAFFORD

## LEAD USER EXPERIENCE DESIGNER

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**Vitruvi Software, Remote**
May 2021 - April 2024

### Lead UX Designer
As lead UX Designer at Vitruvi, I played a pivotal role in enhancing the user experience of our mobile application tailored for field workers operating in challenging environments. Leveraging my expertise in user-centric design principles, I lead the full mobile design process from user research to UI development for both Android and iOS native applications. I organized and helped implement a user engagement tool for mobile as well as ux analytics software. I continuously monitored user feedback and analytics to inform design decisions and drive iterative improvements to the mobile application. By watching our users in person to better understand their struggles, I successfully redesigned critical features of the mobile application resulting in an increase of usage. Furloughed due to restructuring.

**ThoughtExchange, Remote**
May 2020 - May 2021
(Contract role)

### Senior UX Designer
As the first UX designer at ThoughtExchange I helped educate others on the importance of user focused design while implimenting processes, design tools and anaytical tools to help the team work effeciantly. I re-designed the workflow and experience of their core responsive desktop products, one of which is B2B and the other is customer/public facing. I conducted stakeholder interviews, usability testing and used research from feedback tools to create wireframes.

**Broadsign, Remote**
Oct 2019 - May 2020

### Senior UI/UX Designer
Working as lead designer on the core product (sales tool) called 'Direct'. Re-designing the current software to bring it up to date as well as embed ux best practices and test ideas with users. Furloughed due to COVID-19.

**Fiix, Toronto**
Oct 2017 - Oct 2019

### Senior UI/UX Designer
Fiix is maintenance software that is available as a desktop application as well as a native app on iOS and Android. As the UX designer I lead the design and research practices on the brand new mobile app for both iOS and Android. I helped grow the UX team as well as the UX discovery process in order to work on the re-design of Fiix's core application which focuses on usability and accessibility. I validated designs with user research, user testing and regular on-site visits. I researched as much about the user as possible while collaborating with stakeholders and developers to create the best end user experience.

**Semion, Toronto**
Jan 2017 - Sep 2017

### UI/UX Designer
I worked with a small team of developers and product owners as the UI/UX designer for one of their products. The software I worked on was used for analyzing a lot of different data to display trends and predictions. This included a dashboard as well as interactive tables and charts that displayed different types of data.

**GWL, Toronto**
May 2016 - Dec 2016

### Interaction Designer & Information Architect
I worked with a product team that included Design Strategists, Information Architects, Business Analysts and Products specialists in sprints to refine and redesign a core application based on user feedback and testing. I worked on the wire-framing, user experience and information architecture for the Canada Life website relaunch.

**Scribble Live, Toronto**
March 2015 - March 2016

**UI/UX Designer**
As the sole UI Designer I had ownership and lead on upgrading and maintaining the existing interface while also designing and testing new features to integrate into the core product using best practices, latest Web trends and all available tools to augment the user experience. I worked closely with the Product Owner to create User Personas and User Journeys to map out workflows. To validate new feature designs I held remote user tests online with existing clients. I also re-designed the UI across all Scribble products in order to create a seamless consistent experience when the user jumps from one application to another.

**TooCoo Media, Toronto**
Sep 2013 - Feb 2015

**UI Designer & Front End Dev**
At Toocoo I started out as the front end developer and Web Designer creating small landing page sites. The company changed focus to creating Shopify, I become the UX designer while also creating the application branding and implemented the front end code. One of the Shopify apps was Forewards, which was a rewards based app used on Shopify sites. I learned a lot

## EXPERTISE

- Wireframing
- Prototyping
- User Research
- User Testing
- User Personas
- Journey Mapping
- Heuristic Evalution
- Native design
- iOS
- Android
- Sketch
- Invision
- Abstract
- Zeplin
- Figma

## EDUCATION

**Akendi**
2018

**Certified Experience Researcher**
An in-depth User Experience certification program that covers: User research, Experience mapping, User personas, Usability Testing and more.

**Nielson Norman Training, Vancouver & Toronto**
2014, 2018

**Courses studied:**
- User Research Methods
- Assessing UX Designs Using Proven Principles
- Visual Design for Mobile and Tablet
- Usability Testing
- One-Person UX Team

**Brainstation, Toronto**
2013

**User Experience Design**
immersive, project-based learning experience in User Experience design.

**Toronto Image Works, Toronto**
2013

**Graphic Design & Web Design**
Studied design fundementals as well as front end development.

**George Brown College, Toronto**
2007-2008

**Graphic Design & Web Design**
Studied part time in graphic design and front end development