

Sara Shahnoosh

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New York, NY

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SKILLS

- Design:** UX/UI Design, Wireframing, Prototyping, Information Architecture, User Journeys, User Flows, User Stories, Blue Printing, Visual Storytelling, Design Systems
- Research:** User Interviews, Usability Testing, Competitive Analysis, Information Architecture, Empathy Studies, Data Analysis, Quantitative/ Qualitative Analysis, Card Sorting, Eye Tracking Studies
- Tools:** Figma, Sketch, Adobe XD, Miro, Lucid Chart, Dscout, Optimal Workshop, Google Analytics, Hot jar, Tobi Pro, SurveyMonkey, Voice Flow, Adobe Creative Suite, HTML,CSS

EXPERIENCE

Headspace Health | Contract UX Design & Content Strategy Remote | 05.2023 - 09.2023

- Conducted a comprehensive UX audit utilizing behavioral data, heuristic evaluation, and user testing to enhance content discoverability.
- Synthesized findings into a journey map identifying four key pain points and designed alternative navigational pathways, resulting in 10% improvement in content discoverability with the first redesign version.
- Directed unmoderated user tests for the Content Revisitation Project, contributing to roadmap development for a new feature and formulating four strategic design enhancements.

Digital Experience Center at Pratt Institute | Product Designer New York, NY | 09.2021 - 06.2023

- **Pratt Institute:** Employed Tobi Pro for unmoderated eye-tracking analysis on the site, resulting in 4 key usability recommendations and a 6% increase in submitted applicants.
- **Terra Foundation:** Analyzed mobile site traffic using Google Analytics and heat maps, identified usability issues, and crafted design revisions, achieving a 25% increase in grant applications submitted.
- **NYCHA Capital Project:** Conducted user testing to identify discoverability and accessibility issues, resulting in a 15% improvement in both metrics.
- **Broadway.com:** Created an on-brand design system, following Web Accessibility Guidelines (WCAG), that enhanced accessibility and improved navigability for the Broadway website.

OGA Wellness | Product Designer Remote | 03.2022 - 12.2022

- As the sole product designer, led the design and launch of the Minimum Viable Product.
- Conducting user research and competitive analysis and developing user personas, design assets, and key pages. Achieved significant results: 355 email subscribers and 52 educators onboarded.

Curatorial Agency | Assistant Curator Remote | 01.2020 - 08.2021

- Conducted thorough artist research and curated exhibitions, simultaneously managing social media platforms to increase engagement by 30%.
- Efficiently archived artist materials remotely and prepared exhibition files and content to ensure seamless execution and delivery of artistic vision.

CALM Lab UC Berkeley | Research Assistant Berkeley, CA | 08.2017 - 12.2019

- Conducted lab testing on stress's effect on impulsivity, supported questionnaire design, and data synthesis.

EDUCATION

Pratt Institute | M.S Information Experience Design New York, NY | 2023

University of California, Berkeley | B.A Psychology Berkeley, CA | 2019