

Sarah Ashleen Carolan

www.SarahAshleen.com • (609) 313-5310 • Chicago, IL • Sarah.A.Carolan@gmail.com

EXPERIENCE

Visual UX Designer | bswift

2018 – Present

Chicago, IL | *Benefits administration software in the healthcare industry*

- Lead designer on benefit-focused microsites for bswift clients: Qualcomm, The Home Depot, CarMax, US Oncology, Boehringer Ingelheim, Fluor and others.
- Design projects from initial concepts, to wireframes and interactive hifi prototypes built in Axure.
- Adhere to client's brand guidelines to create style tiles; used to inform the visual design of the hifi prototype, and to direct the development team after hand-off.
- Identify user needs, as well as the long and short-term client goals, to build testable prototypes that are updated based on usability testing results and recommendations.
- Assist UX researchers with discovery, user-interviews/testing, and readouts to inform design iterations.
- Collaborate closely with the full team of UX designers, UX developers and UX researchers on projects.
- Leverage bswift design system and employ user-centered design methodologies, current visual design trends and best-practices to inform all product decisions and updates.
- Ability to establish visual hierarchy, typography, photography/imagery, layout, and color effectively. In addition to designing icons, logos and other visual elements.
- Design in compliance with WCAG accessibility standards (AA & AAA), and advocate for the use of such principles in all product and portal designs.
- Create ad hoc communications materials for the HCDD team.

Visual Designer | Peapod

2015 – 2018

Chicago, IL | *Online grocery shopping and delivery service*

- Design digital content for holiday campaigns, paid partnerships and internal promotions for the Peapod website.
- Design and prepare print-ready files for direct mail, while working directly with printers.
- Design emails, marketing collateral, and print/digital advertisements reflecting new Peapod branding.
- Schedule and QA web content using JIRA.

Digital Designer | Nickelodeon

2014

New York, NY | *Children & young adult media company*

- Design digital creative content for Nickelodeon, TeenNick, and NickToons website and mobile app.
- Adhere to the various style and brand guidelines for each Viacom entertainment entity.

Visual Designer | Recyclebank

2012 – 2013

New York, NY | *Environmental startup rewarding everyday green actions*

- Own and design digital assets and advertisements, email, direct mail, and print materials.
- Conceptualize and design digital mini-campaigns (microsites), and corresponding promotional assets.
- Assist with developing brand guidelines, and overall look/feel of brand.

EDUCATION

School of the Art Institute of Chicago

2007 – 2010

BFA | Design & Architecture

PROGRAMS & SKILLS

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|---------------------|-----------------|----------------------------|----------------|
| • Adobe Photoshop | • Sketch | • Design for Accessibility | • Illustration |
| • Adobe Illustrator | • Visual Design | • Marketing Campaigns | - Hand-drawn |
| • Adobe InDesign | • UX Design | • Print Design | - Vector |
| • Axure | • Prototyping | • Iconography (Vector) | |