# SAGE SNIDER
## UX / UI DESIGNER

UX/UI Designer with 4+yrs experience designing and developing websites and apps. Proficiency in human centered design, user research, and building cohesive brand styles.

## EXPERIENCE

### Achievements
- TVA.com homepage redesign in 2024:
  - 31% increase in average engagement time
- TVA.com careers redesign in 2024:
  - 34% increase in views, and 44% increase in average engagement time
- Dr. Shieva Ghofrany website:
  - Average engagement time of 1min 33s and 2.8 page views per visit

### UX Designer
**Tennessee Valley Authority (TVA)**
*June 2023 - Present*

- Collaborated with cross functional teams to design web pages within internal and external TVA platforms that meet business and stakeholder needs
- Created and implemented a design system that focused on digital design elements to improve brand style and cohesion across different platforms
- Introduced and conducted user research to gain feedback that helped guide design decisions and ensure designs met user and stakeholder needs

### UX/UI Designer
**Freelance**
*June 2023 - Present*

- Conducted user research to help define concepts, build user flows, create wireframes, and design high quality user-centered mockups and prototypes
- Collaborated with key stakeholders using agile workflow to develop websites that meet business requirements and user needs

### UX/UI Designer
**CareerFoundry**
*May 2022 - June 2023*

- Completed user research and analysis to guide my style decisions and create wireframes and mockups
- Conducted user testing to receive feedback on designs and prototypes, in order to optimize them for user needs
- Developed cohesive branding for each project, to ensure a consistent high level of detail for designs

### Front-end Development Projects
- Developed websites with HTML, CSS, Java script, and Github for student projects
- CareerFoundry Specialization | Fall 2022 | View Website
- COMP 126 Final | Fall 2020 | View Website

## CONTACT

sagesnider9@gmail.com

www.linkedin.com/in/sages9/

www.sagesdesigns.com

www.behance.net/sagesnider

## SKILLS

**UX Research:**
Competitive Analysis, User Interviews, User Testing

**UX Design:**
User Personas, User Journeys, User Flows, Wireframes, User Testing

**UI Design:**
Style Guides, High Fidelity Designs, Mock-ups, Prototypes

## TOOLS

**UX/UI:**
Figma, Adobe Creative Cloud, Usability Hub, User Interviews Platform, Marvel

**Web Builders & Development:**
WIX & Velo, Squarespace, Kajabi, Sitefinity, Github, HTML/CSS & JS

**Project Management:**
Asana, Trello, Jira, Adobe Workfront, Notion

## EDUCATION

CareerFoundry
UI Design Program, with Front-end Development

LUMA Institute
Human Centered Design Practitioner

University of North Carolina at Chapel Hill
Biology B.S.