

# Sara Finkle

## Product Designer

A researcher and designer with over 2 years working with SaaS products in the E-commerce and Ai spaces, and 8 years of experience designing lesson plans as a musician and educator.

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Brooklyn, NY 

### EXPERIENCE

#### Product Designer

Apr 2023 – Present

McG Designs | Brooklyn, NY

*McG Designs is a mission-driven UX/UI Design Agency providing consulting, design and research services across industries to create solutions alongside clients.*

- Working collaboratively with product teams to see their vision through from concept to completion while helping them gain confidence in product direction through qualitative and quantitative research.
- Designing high-level wireframes, hi-fidelity mockups and rapid prototypes to communicate product vision in an agile manner.
- Facilitating workshops alongside stakeholders and engineers to align on MVP solutions while keeping usability, ease of implementation and business goals as a compass.
- Conducting competitive analyses and interviewing subject matter experts to quickly familiarize myself with new products and take on clients in different industries.

#### Product Designer

Oct 2021 – Mar 2022

Order My Gear | Dallas, TX

*Order My Gear is a B2C SaaS product that facilitates the e-commerce process, allowing users to purchase merchandise, build online stores, sell products and create decoration instructions.*

- Executed discovery research and design for a landing page feature within 2 weeks that helped over 60% of our users organize their store links on one easy-to-build, responsive page.
- Harnessed design thinking to create and validate an inventory feature that provided our users with up-to-date inventory information for our verified products, reducing the need for refunds.
- Adjusted the information architecture to collect order information throughout the store building process to save our users time and effort setting up work orders to send to decorators.
- Spearheaded the design system effort by managing and documenting reusable components across multiple products, and advocated for its use cross-functionally, reducing product development time and effort.

### EDUCATION

#### BA Psychology

SUNY Oswego

#### UX Certificate

DesignLab

### SKILLS

#### User Research

- Qualitative – user interviews, context inquiries, heuristic evaluations, usability testing
- Quantitative – surveys, cart sorts, A/B testing
- Synthesis
- Data extraction

#### Experience Design

- Information Architecture
- Wireframing

#### Interface Design

- Graphic design principles
- Implementing design patterns
- Prototyping

#### Design Systems

- Component creation
- Documentation
- WCAG guidelines

## EXPERIENCE CONT.

### Product Designer

Jul 2021 – Oct 2021

Democracy Lab | Remote

*Democracy Lab is a website that helps connect volunteers with opportunities in tech based on their interests and skills.*

- Guided user research to help gauge feature priority based on what would make volunteers more likely to report their volunteer activity.
- Researched, wireframed and constructed a new feature to gamify volunteer progress with the goal of increased long-term engagement.
- Contributed components to the design system to solve usability and accessibility issues that were adopted throughout the product.

### Product Designer

Feb 2021 – Mar 2021

Freelance | Remote

- Collaborated with stakeholders to create a responsive e-commerce flow for mobile, tablet and desktop that increased online sales.

### Performer, Composer & Educator

Jul 2018 – Oct 2020

Freelance | DFW Metroplex, TX

*A bandleader and vocalist for Sara Finkle and K SaraSara, while teaching voice and beginner piano teacher in both private and group settings.*

- Orchestrated an environment of collaboration and creativity among my bandmates.
- Organized multi-artist line-ups, booked venues and marketed events.
- Designed and implemented effective lesson plans for voice and beginner piano students after assessing their individual needs.

### Fourth Grade Teacher

Jul 2014 – Oct 2016

Early Light Academy | Daybreak, UT

### ESL Teacher

Aug 2013– Apr 2014

Cambridge International Institute | Shenzhen, Ch

- Adapted curriculum to suit the needs and levels of the classroom, while ensuring that every student had all of the tools needed to do their best.
- Created a fun, but structured environment to foster learning, collaboration and spark genuine interest.
- Planned daily lessons to teach curriculum children, grades 2-8, by facilitating engaging activities like stories, games and songs.

## SKILLS CONT.

### Tools

- Figma
- Figjam
- Maze
- Usertesting.com
- Dovetail
- Optimal Sort
- Miro
- Notion
- Jira
- Trello

### Soft

- Curious
- Empathetic
- Collaborative
- Communicative
- Creative
- Adaptable