

## CONTACT

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- 🌐 [My Portfolio Site](#)
- 📍 Calgary, AB

## UX/UI SKILLS

- Human Centred Design
- Design Thinking
- UX Research
- User Personas
- User Journeys & Flows
- Wireframing
- Prototyping
- Usability Testing
- User Interface Design
- Lean & Agile UX
- Front-End Development
- Responsive Design

## SOFTWARE TOOLS

### UX/UI Tools

- Figma
- Adobe XD
- Sketch
- Invision
- InDesign

### Front-End Languages

- HTML5
- CSS
- JavaScript

## EDUCATION

### CERTIFICATE UX DESIGN

2022-2023  
CareerFoundry, Berlin

- Intensive 850+ hours of UX design training and hands on application of design principles, processes and tools

### BACHELOR OF SCIENCE (BSc)

2021  
University of Calgary

# SARAH THIELSEN - UX/UI DESIGNER

A creative and collaborative UX Designer with a keen eye for detail and a deep understanding of user behaviour. Background experience ranges from Sales and Business Development to Healthcare.

Compassionate and curious with expertise in iterative design, UI design, and UX research analysis.

## UX/UI PROJECTS

### SPEKTRA FINANCIAL

04/2022 - 04/2023

*Final Project at CareerFoundry*

**Problem:** Online banking has become a major part of every day life and people need to be able to keep track of their finances entirely digitally.

**Research Phase:** Competitive analysis, user surveys & interviews, personas & user flows, prototyping low, mid & high-fidelity wireframes, usability testing, accessibility testing.

**Solution:** Designed a financial app that empowers users to take control of their personal finances. Users can organize their money, automate savings, and keep track of their spending habits through the help of data visualization.

### VOCABEO

02/2022 - 04/2022

*Research Project at CareerFoundry*

**Problem:** How might we design a mobile app that empowers people to learn new vocabulary?

**Research Phase:** Competitive analysis, user surveys & interviews, personas & user flows, prototyping low & mid-fidelity wireframes, user tests.

**Solution:** Designed a vocabulary app that gives users the power to structure their learning, be challenged by various learning styles and be able to work alongside friends and fellow students!

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## RECENT EXPERIENCE

### CUSTOMER EXPERIENCE SPECIALIST

11/2023 - Present

#### Neo Financial

- Acted as a point of contact for escalated customer issues, ensuring timely and satisfactory resolutions.
- Collaborated with cross-functional teams to address and rectify customer pain points.
- Used insights to drive improvements in products, services, and overall customer experience.
- Effectively managed responsibilities, contributing to the creation of a positive, efficient, and customer-centric environment.

### BUSINESS DEVELOPMENT

05/2022 - 09/2023

#### Goodlife Fitness

- Recruited new members and built pipelines of potential members to maintain sales.
- Conducted personalized fitness consultations with members, assessing their fitness levels, discussing their fitness goals, and took responsibility to ensure their goals were being met days, weeks, and months later.
- Built and maintained strong relationships with partners and vendors.
- Consistently met and exceeded monthly membership and revenue goals, contributing to the success of the fitness centre.