

SARAH TRAFFORD

USER EXPERIENCE DESIGNER

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WORK EXPERIENCE

Fiix, Toronto

Oct 2017 - Present

UI/UX Designer

Fiix is maintenance software that is available as a desktop application as well as a native app on iOS and Android. As the UX designer I work mainly on the brand new mobile app for both platforms from sketch to completion. Validating designs with user research, user testing and regular on-site visits. I try to find out as much about the users as possible to create the best experience. Updating experiences and features in the existing desktop application while also working on starting the re-design for the main desktop application. The desktop re-design will use new UX processes that I helped implement as well as meet the design accessibility standards held by W3C.

TMX, Toronto

June 2018 - Sep 2017

UX Designer

At TMX I worked with an agile team of Product Designers and Developers to update company Websites as well as complicated multi-step forms. As a UX team we held in-person user testing sessions in a lab setting to test new designs and re-iterate with solutions based on feedback and data.

Semion, Toronto

Dec 2016 - May 2017

UI/UX Designer

I worked remotely for Semion as the one of 2 designers on staff. I worked with a small team of developers and product owners as the UI/UX designer for one of their products. The software I worked on was used for analyzing a lot of different data to display trends and predictions. This included a dashboard as well as interactive tables and charts that displayed different types of data.

GWL, Toronto

May 2016 - Dec 2017

Interaction Designer & Information Architect

At GWL I worked with a product team that included Design Strategists, Information Architects, Business Analysts and Products specialists in sprints to refine and redesign a core application based on user feedback and testing. I worked on the wire-framing, user experience and information architecture for a product website relaunch. I was also part of the research into user journey's for a re-launch of the company's core mobile application.

Scribble Live, Toronto

March 2015 - March 2016

UI/UX Designer

As the sole UI Designer I had ownership and lead on upgrading and maintaining the existing interface while also designing and testing new features to integrate into the core product using best practices, latest Web trends and all available tools to augment the user experience. I worked closely with the Product Owner to create User Personas and User Journeys to map out workflows. To validate new feature designs I held remote user tests online with existing clients. I also re-

TooCoo Media, Toronto

Sep 2013 - Feb 2015

UI Designer & Front End Dev

At Toocoo I started out as the front end developer and Web Designer creating small landing page sites. The company changed focus to creating Shopify, I become the UX designer while also creating the application branding and implemented the front end code. One of the Shopify apps was Forewards, which was a rewards based app used on Shopify sites. I learned a lot in this first UI experience and decided to make this my career focus.

WORK EXPERIENCE CONT'D

Syndicate Sound, Toronto

Aug 2007 - 2014

Graphic Designer & Project Coordinator

Created marketing materials for promotions as well as eblasts sent to all clients. Assisted head Producer by maintaining a steady flow of client sessions, billings, and bookings, providing estimates for recording services for clients as well as managing ACTRA and UDA contracts for talent and payment. Regularly reviewed submissions from Talent Agencies to submit to clients for castings. Coordinated a project for a well-known fitness DVD series from inception to completion as well as recorded and engineered the French and Portuguese voice over to picture.

Mortgage Centre

Jan 2009 - 2014

Graphic Design & Administration

Created marketing materials for promotions as well as eblasts sent to all clients. Assisted head Producer by maintaining a steady flow of client sessions, billings, and bookings, providing estimates for recording services for clients as well as managing ACTRA and UDA contracts for talent and payment. Regularly reviewed submissions from Talent Agencies to submit to clients for castings. Coordinated a project for a well-known fitness DVD series from inception to completion as well as recorded and engineered the French and Portuguese voice over to picture.

EXPERTISE

- Wireframing
- Prototyping
- User Interviews
- User Testing
- User Personas
- Journey Mapping
- Heuristic Evaluation
- Android & iOS design
- Human Centered Design

EDUCATION

Nielson Norman Training, Vancouver & Toronto

2014, 2018

Courses studied:

- User Research Methods
- Assessing UX Designs Using Proven Principles
- Visual Design for Mobile and Tablet
- Usability Testing
- One-Person UX Team

UX Conference: Full-day, immersive learning with the same experts who conduct NN/g research, and invited speakers from around the world. UX Conference courses are packed with examples and guidelines that you can apply immediately. Exercises and discussions provide opportunities to gain practical skills.

Brainstation, Toronto

2013

User Experience Design

immersive, project-based learning experience in User Experience design.

Toronto Image Works, Toronto

2013

Graphic Design & Web Design

Studied design fundamentals as well as front end development.

George Brown College, Toronto

2007-2008

Graphic Design & Web Design

Studied part time in graphic design and front end development