

SHARON WASSERMAN

UI/VISUAL DESIGNER

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SUMMARY

I'm a passionate UI/Visual designer, with a clean, engaging aesthetic and sound usability principles. I combine typography, graphic elements, with a balance of content and white space into responsive design projects. I create and maintain asset libraries and style guides. My work includes UI design for web/intranet sites, embedded, and mobile applications. With an advertising background, I am very sensitive to fulfilling branding requirements. In an agile environment, I collaborate with the project managers, product owners, developers, researchers, and other designers and stakeholders in an Agile environment on projects for Enterprise, SaaS, B2B, and B2C companies.

Industries: Advertising, Automotive, Computer software & hardware, Education, Fashion, Finance, Insurance, Food & Beverage, Government, Green Industries, Healthcare, Internet/Web Design, Non-profit, Retail, and Security

SKILLS

Design: Illustration, icons, graphic elements

User Interface:

- High-fidelity mockups
- Adobe creative suite & Sketch
- Responsive, user-centered design
- **Prototyping:** Axure, Balsamiq, InVision, Figma

- **Docs:** User flows, IA, style guides, asset libraries

- **Collaboration:** Miro, Mural, Teams

- **Usability:** User interviews and testing

- **Familiar with:** HTML, CSS, JavaScript

- **Working in an Agile environment**

EXPERIENCE

Freelance UI/Visual Designer | Atlanta, GA | 2/2022 – Present

UI consulting, logo and graphic element design for websites and other promotional materials.

UI/UX Designer (contract) | American Family Insurance | Remote | 2/2022 – 12/2022

- Designing the “Lead Preferences” application for agents to determine how they want to receive leads.
- Creating icons, illustrations and graphics for projects and presentations.
- Worked with the UI/UX team to compile a redesign iconography and contribute to the component library and visual style guide.
- Presented a “lunch & learn” presentation of “Typography, The Forgotten Design Element”.

UI Designer (part-time contract) | Vive | Rhode Island | 3/2021 – 8/2021

- UX consulting for Vive’s online drop-ticket term life insurance quote submission application for agents.
- Designed data visualization and white paper templates.

UX Designer (perm.) | Advisor360 (SaaS startup) | Weston, MA | 11/2019 - 9/2020

- Worked with product owners, developers, UI designers and business analysts.
- Designed the CRM Administration application for financial advisors to manage their client lists.
- Concept and design of the Dynamic Workflow application, incorporating dependent tasks for top financial customers, participating in user testing.
- Designed the Opportunities dashboard widget and application for advisors to create and schedule opportunities to help their clients and increase their sales.

UI Designer (contract) | Genpact, Inc. | Dedham, MA | 4/2019 – 7/2019

- Designed Core 360 Metrics and User Experience applications to track the client's user and employee experiences and capture the business impact.
- Worked with product owners to create the applications from concept through design process.
- Redesigned the interfaces according to established style guide.

UI Designer (contract) | Softrax, Inc. | Canton, MA | 10/2018 – 11/2018

- Created wireframes to reflect UI/UX standards that needed to be implemented for a revenue management application
- Redesigned the interface with clean, updated look and task-based navigation.

UI/UX Designer (perm.) | Tekscan, Inc. | Boston, MA | 8/2013 – 1/2018

- Designed applications to display and manipulate data gathered from pressure mapping sensors (medical, dental, and industrial usage).
- Instrumental in winning The Walking Company account, preparing the PowerPoint sales presentation.
- Designed the UI and prototypes for the following applications:
 - POS retail product inventory and sales applications (desktop and android tablet) for The Walking Company's *Abeo* product line.
 - Updated the UI and for existing applications, including the 20-year-old *I-Scan* industrial software.
 - IOS and Android mobile and desktop applications for cognitive / concussion determination, used by athletic coaches and clinical and medical researchers.
 - In-shoe sensor data application for wireless transmission from the *MobileMat* to tablets for clinicians to analyze the patient's gait.
 - *Footprint Plus* retail sales tablet application to measure foot pressure and recommend orthotics, customized for customer visual branding.
 - *T-Scan* dental application with dynamic tooth adjustment and tooth pressure measurement.
- Aided marketing in advertising concept development.
- Worked with developers, providing wireframes, high-fidelity mockups, icons, animations, and product logos.

UI Designer (contract) | HID Global | Weston, MA | 4/2013 – 8/2013

- Designed an application for ordering and managing security badges in desktop and mobile formats.
- Created high-fidelity mockups, graphic elements and wrote the application style guide.

UX Designer (perm.) | SDL, Structured Content Division | Wakefield, MA | 9/2011 – 9/2012

- Worked with UX designers to integrate the suite of publishing and content applications (*LiveContent*, *Trisoft*, and *Xopus*).
- Developed visual design concepts, mockups, and iconography for application pages.
- Wrote visual style guides.
- Guided developers in adhering to the new visual design for all *Structured Content* applications.

UI Designer (freelance) | OATSystems | Waltham, MA | 6/2010 – 9/2011

- Interface design for the OatSystems Retail RFID product inventory application that was instrumental in winning OATSystems a \$10 million contract with Kohl's Department Stores.
- Produced high-fidelity mockups, incorporating new features with the current ones.
- Illustrated Kohl's floor plan for use in their internal documentation.

UI Designer (contract) | Inkriti e-Business IT Solutions | Framingham, MA | 4/2010 – 6/2010

- Creative Channel Services client: designed the UI and logo for an iPhone shopping application that incorporated coupons and shopping credits.
- MediaWhiz client:
 - Redesigned the navigation and UI for their *Monetizeit* desktop workflow application.
 - Updated the UI, producing high-fidelity mockups and created presentations for stakeholders.

UI/Web Designer (freelance) | Boston, MA | 11/2009 – 4/2010

- Redesigned the MA Board of Registration in Medicine website, updating the navigation, and visual design.
- Textbook illustrations for Dartmouth Publishing, using Adobe Illustrator.

Sr. UI/UX Designer (perm.) | WebEx/Cisco Systems | Burlington, MA | 1/2007 – 4/2009

- Designed the database and CMS web and desktop applications for the *Connect* collaborative application suite, for 10,000+ clients.
- Facilitated design meetings with engineering and QA teams.
- Developed the visual style guide and wrote functional specification documents.
- Created high-fidelity mockups and graphic elements for the new website.
- Designed color schemes, icons and graphics used throughout the *Connect* product.

UI Designer (contract) | Fidelity Investments | Boston, MA | 4/2006 – 9/2006

- Redesigned the *eReporting* sales intranet site, using CSS in an Oracle/Siebel Business Interface (OBI) environment.
- Wrote the style guide for the new design.

Other Experience | Atlanta, GA

- UI/Web Designer for BellSouth Communications (perm.):
 - Unified the BellSouth B2C Sales, eRepair, and Online Bill pay sites into one UI with a single sign-on.
 - Created layouts, icons, and graphic elements.
- Graphic/Web Designer for IBM (freelance): designed 1996 Olympic kiosks and web designs for IBM clients.
- Marketing Art Director for Professional Photographers of America (perm.): designed membership and product print collateral.

EDUCATION

University of Georgia | Athens, GA | 8/1985

BFA, Graphic Design, graduated Magna Cum Laude

General Assembly | Boston, MA | 5/2019

Sketch, InVision, UX design

New Horizons | Atlanta, GA | 5/2000

Adobe Creative Suite, Web design