SM SARA MIROWITZ

Product Designer specializing in data-based decisions

WORK EXPERIENCE

Product Designer

Namogoo, Herzliya, IL   2021 - Present

- Increased usage of core company analytics product by 175% by leading the product's redesign

- Led redesign that increased revenue and upsell opportunities by $2.95M ARR in a 3-month timespan for enterprise clients such as Lowe's, H&M, New Balance, and Lenovo

- Guided product design team's research methodology initiatives by incorporating analytics and measurement processes using Heap, Gong, Fullstory, and usability testing

- Created cross-company design language alignment by contributing to design system redesign and expansion

UX/UI Designer

Voiceitt, Ramat Gan, IL   2020 - 2021

- Spearheaded Voiceitt's design vision as the sole designer, while working cross-collaboratively across multiple teams

- Owned the end-to-end app UX/UI process, with an emphasis on accessible, data-driven design

- Led the design partnership with Amazon Alexa, increasing user retention and engagement

- Improved annotators' productivity by 80% by fully redesigning internal annotation tool

- Improved website conversion rate by 42% and increased newsletter sign-ups by 61% by designing and implementing a full responsive website redesign, in close collaboration with the Marketing team

- Maintained and expanded the iOS and Android apps' design systems

ACHIEVEMENTS

CES 2021

Best of Innovation Award Honoree   Voiceitt, UX/UI Designer

EDUCATION

Designlab UX Academy   2019

University of Maryland

B.S. Special Education, Honors College   2011 - 2015

CONTACT

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ABOUT ME

Empathetic and passionate designer with over 4 years of experience in helping companies craft innovative solutions to meet business needs. My background in the field of Special Education has taught me that accessible design is good design. I thrive when I get the opportunity to work with cross-collaborative teams and partner with those who have different perspectives. Seeking an environment that encourages making research-based decisions to solve problems head-on.

SKILLS

General

User Research, User Flows, Wireframes, Prototyping, Usability Testing, Branding, Visual Design, Interaction Design

Tools

Figma, Sketch, Heap, Fullstory, Gong, Invision, Marvel, Zeplin, InDesign, Elementor, basic HTML

Languages

English, native
Hebrew, conversational