

sarah outhwaite

user experience designer

space of intrigue.com
linkedin.com/in/southwaite
southix@uw.edu
(646) 245 7764

PROFESSIONAL EXPERIENCE

NATIONAL WWI CENTENNIAL | 2017 | Lead Multimedia Designer

- + Directed and produced projected media for 90-minute national ceremony
- + Led team of three designers, setting workflow and creative vision
- + Managed delivery and cueing of 100+ discrete video deliverables

GUGGENHEIM MUSEUM | 2014 - 2017 | Digital Media Manager

- + Managed design, QA, and production for mobile apps
- + Iterated ongoing user testing practices with museum visitors
- + Ran mobile analytics and communicated insights to internal teams
- + Installed and coordinated 100+ iBeacons around unique workflow constraints
- + Designed Webby-nominated "Near Me" feature and notifications platform in collaboration with developers

THE JUILLIARD SCHOOL | 2013 - 2018 | Media Designer

- + Video design and artistic consultation for multimedia productions
- + Environmental design for multi-screen, 3D-mapped, and moving surfaces
- + Integrations with data processing, motion capture, and live performance
- + Led workshops on performance/technology collaboration
- + Work critically praised by New York Times and toured nationally

RODGERS & HAMMERSTEIN | 2010 - 2014 | Digital Content Coordinator

- + Strategized content for social media streams with over eight million fans
- + Projects included Broadway's Cinderella and NBC's The Sound of Music Live

THE PHNOM PENH POST | 2009 - 2010 | Freelance reporter

- + Proposed and reported articles for Cambodia's English-language newspaper

MASTERS CAPSTONE

THE SEATTLE TIMES | Feb - Aug 2018 | UX and Visual Design lead

- + Final Masters project with three-person team
- + Researched how young, digital Seattle values and interacts with local news
- + Conducted stakeholder interviews, culture probes, and journalist workshop
- + Crafted journey maps, data insights, and design prototypes, culminating in a complete specification for a mobile news experience

EDUCATION

UNIVERSITY OF WASHINGTON | 2017 - 2018 | Master of HCI + Design

NEW YORK UNIVERSITY | 2015 | ITP Innovation Lab

PRINCETON UNIVERSITY | 2005 - 2009 | A.B. Comparative Literature

DESIGN SKILLS

Experience design
Evidence-based design
Responsive UI design
VR / AR / MR
Interaction flows
Wireframes
Journey mapping
Rapid prototyping
Digital fabrication
Videography and editing
Motion graphics
Stakeholder presentations

RESEARCH SKILLS

Formative research
Interviews and fieldwork
Event production
Experience testing
Usability testing
Quantitative analytics
Qualitative coding
Data synthesis
Literature review
Writing and reporting

TOOLS

Adobe CC Suite:
After Effects, Premiere, XD,
Illustrator, Photoshop, InDesign
Sketch
InVision Studio
Principle
Unity
Google Analytics & Data Studio

CODE

Processing / Java
Unity / C#
Arduino
HTML / CSS / JavaScript