Sarah Weber
UX Researcher

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Experience

UX Researcher – The Canadian Real Estate Association
January 2023 — Current

- Led the establishment and expansion of the UX team for REALTOR.ca (Canada's largest real estate listing platform) facilitating seamless collaboration with technical teams.

- Developed and executed comprehensive UX research plans, including user testing, surveys, interviews, and competitor analysis, to drive data-driven design enhancements for CREA products.

- Utilized research findings to prioritize design enhancements, resulting in improved user experiences and a competitive edge in the market.

UI/ UX Designer – SHOEBOX Ltd.
January 2022 — October 2022

- Designed internal and external products for teams spanning across Online Screeners, Audiometers & Data.

- Responsible for User Research, Information Architecture, Visual Design, Wireframing, Prototyping and User Testing across web and iOS products.

- Lead the SHOEBOX Online web initiative to improve accessibility standards including those with motor and visible accessibility needs.

- Responsible for migrating the SHOEBOX Online Design System from Sketch to Figma in under one month.

UI/ UX Designer – HALIGHT Inc.
November 2020 — December 2021

- Design end to end products for both Learning Management Systems and Event Management Systems used by Fortune 500 companies.

- Collaborated with ux designers, product managers, business partners and engineers to help define product requirements and advocate UXR.

- Created thoughtful research initiatives including Research Planning, Heuristic Evaluations, and User Research that improved product roadmap by end of 2021.

Education

User Experience Design
BrainStation 2020

B.Sc. Psychology Specialist
University of Toronto 2016

Field Knowledge

Skills

Human Centered Design
Prototyping
Visual Design
Product Strategy
UX Testing and Research

Tools

UserTesting
Qualtrics
Google Analytics
Miro
JIRA
Figma

*I have worked with many different softwares – to avoid a full laundry list above, I've kept to my favorites. If you use a different tool that works well in your established workflow, I would be happy to learn it.

Digital Products

Native iOS and Android app
Native iOS and Android mobile web
Responsive web design
Hybrid web app