HELLO, I'M SARAH XIONG

Passionate UI/UX designer with an emphasis in UX Research and 10 years of experience working in user experience design. Skilled at designing innovative business solutions through identifying user needs and goals that drive strategy and business decisions. Seeking new opportunities in a collaborative work environment in order to build products that solve human problems.

EXPERIENCE

USAA
May 2018 - Present
Senior Experience Designer

- Led UX qualitative research studies through crafting test plans, study questions, and session structures and collaborating with business partners to meet business goals
- Led online usability and quantitative studies through creation of test plans, online tests, and analysis and synthesis of test data
- Led analysis and synthesis of qualitative research data to bring actionable insights to business partners that would be used to make business decisions on the development of various digital products
- Identified pain points and gaps within user experience of digital products to surface opportunities for improvement within the experience and lifespan of digital products

Nov 2016 - May 2018
Experience Designer

- Assisted in creation of qualitative and quantitative research studies with assistance from design research partners and business partners
- Created design and marketing collateral that would be used to pilot various new digital products
- Led creation of user interfaces for apps and websites of various digital products

One Technologies
Nov 2012 - Nov 2016
Web Designer

- Collaborated with Marketing, Testing Analytics, and Development teams to optimize product enrollment paths and increase conversion rates through iterative design and iterative A/B testing. Completed assigned design tasks as part of an agile/scrum team
- Collaborated with Product and Development teams to design product application features by creating wireframes, high fidelity mocks, style guides, and other necessary deliverables and giving art direction to design contractors
- Designed digital marketing creative that would be used to advertise products across various marketing platforms including emails, banners, and social media

CONTACT

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EDUCATION

DeVry University
Naperville, IL
Nov 2012
BS Multimedia Design & Developemnt

Texas A&M Central Texas
Kileen, TX
Present - Dec 2026
MS Applied Psychology

SKILLS

Qualitative UX Research
Quantitative UX Research
Usability Research
User Experience Design
Visual Design
HTML
CSS
Adobe Suite
Sketch
Figma
Mural
UserZoom
Keynote
Microsoft Office Suite

HOBBIES

Digital Art
Backpacking
Cooking
Yoga
Meditation