Sarah Wardlaw

Competent design manager specialising in user-led development of creative and efficient digital products.

Based in East Lothian, Scotland. UK.

+44(0)7540 171 272
hello@sarahcreat.es

Experience

Botany Studio, Edinburgh — *Design Manager*
May 2018 — PRESENT

As Design Manager at Botany, I am the integral link between client, designer and developer. Using my problem-solving skills, I provide sound direction at each stage of the process and work collaboratively with team members to achieve the best method for success. Evaluation and evolvement of design solutions is a key part of my role to ensure not only user and stakeholder satisfaction but also that we provide what we believe is the most effective solution. As a user experience professional, my involvement in projects at Botany has included card sorting tasks, tree-testing, service design, wireframing, first-click testing, both remote and in-person user testing, evaluation of results and subsequent reporting thereafter.

I am committed to all aspects of user experience design and enjoy making the digital world a better, easier place.

Eastern, Musselburgh — *Digital Team*
January 2018 — May 2018

At Eastern my knowledge of tendering for new business was utilised from a project management and design perspective too. I assisted with all aspects of projects including timings, user experience, digital scoping/partnerships, designing, artworking and final production/installation. I created artwork of the highest standard within brand guidelines for a range of different machinery. I adapted artwork based on feedback from internal stakeholders and created print files for use by various departments.

Other responsibilities also included putting together internal guidelines for artwork and operating the Laser cutting CNC machine which cut and engraved various materials.

Whitespace, Edinburgh — *Digital Media Producer*
January 2015 — January 2018

As an integrated team member and I worked through full website builds and other digital project processes, specialising in IA/UX, working with both the client themselves and internal account management teams.

My involvement in larger projects would often be from the pitch stage where overarching ideas and approaches were defined and presented to a panel of stakeholders and internal team members from the client side. If successful, the brief for these projects was refined and presented to the relevant teams (often account management, creative teams including art directors and designers and a technical lead) at Whitespace by myself and other pitch team members.

Working closely with these teams, the budget and timings would be considered and the work scheduled. Alongside the tasks assigned to myself for the project, I'd ensure regular liaison with the project and account

Skills

Sketch - 80%
Adobe Photoshop - 90%
Adobe Illustrator - 90%
Adobe InDesign - 90%
Microsoft Office - 90%
HTML | CSS - 50%
CMS systems - 80%

Workshops, ideation sessions, interviews, surveys, task models, card sorting, tree testing, solution design sessions, focus groups, guerrilla testing, personas, storyboards, user testing, IA structures, user journeys, sketching, wireframing and interactive prototypes (Invision). CMS systems, email clients, SEO and GA, social media and reporting. Project management software such as Basecamp, Jira and Kanban boards.

Other info

I am a first aider. I hold a full UK driving license, I play hockey across Scotland, I also enjoy running, cycling and generally keeping fit. I am a keen photographer and love travelling!

References

Available on request.

management teams as well as direct contact with the client (this would usually be a technical or design stakeholder) themselves when required.

From comprehensive user research to designing and testing, adopting relevant findings, focusing on user-centric wireframe development to content populating and QA of digital projects. I created innovative solutions across a range of digital mediums including responsive websites, digital displays, apps and interactive tools such as surveys, comprehensive contact forms, calculators and quizzes. I'd lead presentations to clients and internal presentations to the wider teams - dealing with all queries and feedback.

As a non-exhaustive list, I helped companies make digital strategy and UX decisions; aggregate and ingest data findings; helped to define organisation's digital strategies; make recommendations and develop UX processes; contribute towards our in-house team.

In varying degrees, I worked with the following clients on a range of digital services whilst at Whitespace: ACCA, *Hymans Robertson, Aegon, RAC, Anderson Strathern, Scottish Government, Macmillan Cancer Support, Edinburgh International Festival, National Trust for Scotland, Scottish Enterprise, Jumpstart (Scotland) Ltd, University of Stirling, Business Gateway, Scottish Government, Business Stream, Road Safety Scotland, Glenmorangie Plc, RBS Group Communications, Royal Highland Show and Highland Spring.*

Education

University of Abertay, Dundee — *BA Visual Communication & Digital Publishing*
August 2007 - May 2010

Adam Smith College, Fife — *HND/C Visual Communication*
August 2007 - May 2009

Telford College, Edinburgh — *Introduction to Digital Media*
August 2006 - May 2007

Awards

Edinburgh International Festival — Website Redevelopment
Scottish Design Award — Website Design — Highly Commended
The goal was to simplify the overall user experience of a very functional site. I refreshed the overall digital approach and reduced the amount of thinking users had to do when searching for a show during the on season, booking tickets or reflecting upon the previous festivities at any other time of the year. Launching for the 2018 festival, mobile usage increased from 32% in 2017 to 41% in 2018 on launch day. The homepage was 165% faster than the previous year. Performances are discoverable through images, and searchable by dates or tags. The power is now in the user's hands to build their own festival experience.

Clydesdale Yorkshire Bank — Digital Point of Sale creation
Scottish Creative Award — Point of Sale/Exhibition — Winner
Creation of an engaging touch screen interactive for the new 'Studio B' flagship store on Kensington High Street, London. The final product needed to communicate Studio B's fresh and innovative approach to banking, while encouraging visitors to test their skills with a fun bit of technology. Users reactions were measured by smiles in-store and event tracking was also deployed to the custom built code within the table itself.