

Sara Hohn

User Experience Design Leader

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Experience

APRIL 2022 - PRESENT

Rochester Institute of Technology, New York – *Director, User Experience*

- Championed the successful pilot launch of a cutting-edge credentialing system, enabling learners to underscore skills and accomplishments. Conferred more than 200 credentials in the first quarter, amplifying learner validation and achievement visibility.
- Executed a comprehensive overhaul of the information architecture and UX, tailored to meet the diverse needs of students, employers, and community partners.
- Implemented a comprehensive design system and style guide that reduced design and development time and increased overall consistency.

JUNE 2018 - PRESENT

Self-Employed Contract Projects, New York – *Freelance Director of User Experience*

- Led a transformative website redesign for Optimum, reshaping customer engagement for millions; in conjunction with the Marketing department, re-engineered bill payment and support access, reducing steps needed by 75%. (Agency: BASIC/DEPT).
- Guided user research and design efforts, formulating a strategic roadmap that linked United Nations staff worldwide to the organization's core mission, resulting in enhanced engagement and alignment with strategic objectives.
- Developed a data-driven UX and content strategy playbook to optimize the financial planning experience for Morgan Stanley clients and increase engagement and retention. (Agency: Elephant).
- Formulated a research-informed UX strategy for Facebook, delivering crucial resources to enhance the online success of small business owners. (Agency: R/GA).
- Revamped Richardson Sales Performance's online learning platform, transforming B2B training into a motivating, collaborative experience; resulted in an increase in user engagement and course completion rates. (Agency: Motivate).

OCTOBER 2017 - JUNE 2018

Carbone Smolan Agency, New York – *Director of Digital & User Experience (UX)*

- Spearheaded the transformation of the Mystic Seaport Museum website, emphasizing user experience improvements, refining ticket sales funnel, and highlighting the institution's rich cultural heritage offerings.
- Conceptualized a website redesign project for Cerberus, focusing on user experience; activated new brand and optimized content presentation.
- Led the optimization of Nissan's HR team's succession planning application user interface, resulting in more quickly identifying talent to improve business continuity.

FEBRUARY 2014 - SEPTEMBER 2017

Self-Employed Contract Projects, New York – *Freelance Director of User Experience*

- Transformed PowerMyLearning's learning platforms, elevating student, teacher, and family connectivity; this overhaul led to a rise in student progress visibility and a boost in parental engagement levels, validated by 100% of participating families.
- Led a redesign project to enhance the teacher-facing platform at Scholastic, streamlining access to resources and products.
- Managed UX for a pioneering loyalty program for American Express, transforming the way customers earn, manage, and donate loyalty points.

JANUARY 2013 - FEBRUARY 2014

Infusion, New York – *Senior User Experience Director*

- Architected a robust servicing platform for MetLife, optimizing key features to improve operational efficiency and accelerate time-to-market.
- Implemented a new user-friendly interface for Henry Schein's global workforce of 24,000 employees, resulting in a reduction in onboarding time and increase in employee satisfaction.
- Led the user experience team with a focus on mentorship and innovation, establishing and championing industry-leading UX best practices; cultivated a culture of continuous improvement and elevated the user experience discipline for employees worldwide.

FEBRUARY 2008 - JANUARY 2013

Self-Employed Contract Projects, New York – *Freelance User Experience Lead*

- Led user experience activities for industry-leading companies including Financial Times, Gucci, Merck, Microsoft, UnitedHealth Group and Viacom.

Skills

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|------------------------|----------------------|---------------------|-------------------|
| ● Adobe Creative Suite | ● Info. Architecture | ● Personas | ● User Experience |
| ● Content Strategy | ● Interaction Design | ● Process Flows | ● User Research |
| ● Design Thinking | ● Journey Maps | ● Prototyping | ● UX Design |
| ● Digital Strategy | ● Leadership | ● Sketch | ● UX Strategy |
| ● Figma | ● Mentorship | ● Usability Testing | ● Wireframing |

Education

- The University of Illinois, Urbana-Champaign, Illinois - *MS/LIS Library & Information Science*
- The University of Kansas, Lawrence, Kansas - *B.A. Art History*
- Institute for Culinary Education, New York - *Culinary Arts Diploma*