


Sarah G. Alfonso

UX/UI Designer & Social Media Manager

 Portfolio: www.SarahUX.com

 LinkedIn: <https://www.linkedin.com/in/sarah-g-alfonso/>

EDUCATION

UX/UI Design Certificate

Google Coursera
2024

Digital Design Certificate

Westchester Community
College
2021

B.A. in History

SUNY Geneseo
2016

DESIGN

User Experience and Design,
Accessible Design, WCAG
standards, Graphic Design,
Design Thinking, Prototyping,
Wire- framing, Content
Creation, Social Media
Management, Digital
Marketing, Workflows, UX
Flows, User Stories, Animation,
Prototyping, Interactive Design,
Brand campaigns, Storytelling,
Ideation,

RESEARCH

User Interviews, User Testing,
User Research, Personas,
Usability Testing, Contextual
Inquiry, Heuristic Evaluation,
Competitive Analysis,
Information Architecture,
Research Skills

TOOLS

Figma, Sketch, Adobe Creative
Cloud (Photoshop, Illustrator,
Light-Room, XD, After Effects),
HTML, CSS, JavaScript, Microsoft
Office (Word, Power- Point,
Excel), Google Analytics, Zbrush

EXPERIENCE

Social Media Manager

Sleepy Coffee, Too INC
www.SleepyCoffeeToo.org

Jan 2023 - Present

- Increased social media followers by 125% on Facebook and 150% on Instagram within six months, as tracked through KPIs in Meta Business Suite.
- Managed digital production of graphics for social media campaigns.
- Produced high-quality design assets for digital and print media, including marketing materials and social media graphics using Canva and Adobe Creative Suite.

Freelance UX/UI Designer

BluBee Media www.BluBee.com

Dec 2021 - May 2022

- Contributed to design reviews, providing creative visual solutions to enhance user experiences.
- Utilized image licensing platforms to source high-quality visuals for projects. (Shutterstock, Adobe Stock)
- Partnered with the Product Manager to evaluate the app, integrating WCAG-compliant recommendations to enhance accessibility and user experience.

Community Habilitation Counselor

Special Citizens Futures Unlimited

March 2017 - Present

- Applied human-centered methodologies to support individuals with special needs, including speech practice and assistive device training, to achieve communication goals.
- Promoted inclusivity and empathy through personalized, user-focused interventions, fostering trust and a stress-free environment.

Museum Associate

Historic Hudson Valley

April 2017 - May 2021

- Managed event logistics and program implementation, ensuring smooth operations across departments.
- Interpreted qualitative information and primary sources to develop scripts for historical tours and events for diverse audiences.

PROJECTS

Sleepy Coffee, Too INC 2022 Web Redesign

May 2022 - Dec 2022

- Managed the full redesign lifecycle, reducing website drop-off rates by 15% through data-driven design solutions informed by personas, user flows, and journey maps made on Figma & Adobe XD.
- Implemented brand designs into the website using coding (HTML, CSS) and visual elements like photography and graphic design.