

SARAH COOPER

Phone: 415.509.2691

E-mail: sarahcooper@gmail.com

EDUCATION

M.S., Digital Media, May 2001

Georgia Institute of Technology, Atlanta, GA

- Coursework included Human-Computer Interaction, Design of Online Communities, User Interface Design, Interactive Narrative

B.A., Economics, December 1998

University of Maryland, College Park, MD

- Graduated Magna Cum Laude

OVERVIEW

- Ten years experience designing user interfaces for web-based consumer applications, including search, social networking, email and marketing
- Strong sense of visual design, typography and layout design based on usability principles and interaction best practices
- Highly focused strategic thinker with experience translating product/marketing/business needs into highly successful user interface designs
- Experience leading and collaborating with cross-functional teams including interaction designers, product managers and engineers
- Experience defining, documenting, and testing end-to-end user experience designs through storyboards, screen mockups, use cases and prototypes
- Expert with Adobe Photoshop, Flash, hand-coding XHTML/CSS, working knowledge of Javascript and PHP; solid knowledge of cross-browser capabilities

EXPERIENCE

USER EXPERIENCE DESIGNER

Freelance & Contract, San Francisco, CA

May 2008 - Present

OVERVIEW

As a freelance user experience designer, I specialize in working directly with founders on early stage startups, as well as new business initiatives of my own.

HIGHLIGHTS

- Established brand identity and online presence for consumer applications, including both visual and interaction design as well as XHTML/CSS production
- Brainstorming, creative direction and branding, translating business goals into conceptual and functional user interface designs

PRODUCT MANAGER

Polyvore, Inc., Mountain View, CA

January 2008 – May 2008

OVERVIEW

Polyvore is a web-based fashion application used to mix and match clothing and accessory items found anywhere on the web, as well as an online community of passionate users who share and discuss their outfits. After Polyvore received Series A funding from Benchmark Capital, I was the first employee to join the team. At Polyvore, I gained valuable entrepreneurial experience while working on a broad range of key tasks and responsibilities.

HIGHLIGHTS

- Identified, developed and presented concepts for new business opportunities; established partnerships with People.com, Net-a-Porter, Charlotte Russe, American Eagle, Delia's, and other e-commerce merchants
- Created concepts and oversaw development of new features and functionality; prioritized product roadmap
- Established and maintained a communication channel between Polyvore and its users; created and maintained the official company blog; responded to user feedback, site issues and feature requests
- Established the Polyvore brand, logo, personality and voice; created marketing materials for potential partners, including illustrations and copy

SENIOR VISUAL DESIGNER

Yahoo!, Inc., San Francisco, CA

April 2006 – January 2008

OVERVIEW

At Yahoo!, I was responsible for applying user-centered design principles to create high quality consumer experiences for Yahoo! Travel (a \$65 million unit of Yahoo!'s marketplace) and Flickr (Yahoo!'s photo sharing community), while also developing cross-property user experience prototypes. I worked closely with product development and engineering teams to define product direction and UI requirements, create, present and quickly iterate on functional interface designs, and build interactive prototypes to guide usability research and implementation. I also played a key role in analyzing the performance of the user experience post-launch, including live A/B testing and user surveys.

HIGHLIGHTS

- Led the redesign of Yahoo! Travel's front page, Travel Guides, Trip Planner, Farechase and My Travel sections, with a focus on personalization and community features
- Led the design of Flickr's new Share This path, to guide more novice users in sharing their media with friends and family
- Concept development for the redesign of Flickr user profiles and for Flickr's stock photography site
- Experimental user experiences for other properties across Yahoo!

AWARDS

- WOW Award - Awarded by Yahoo's CMO for the redesign of Travel Main for its noteworthy contribution to Yahoo!'s overall customer experience
- Star Award Nominee - Finalist for Yahoo!'s top individual award for employees who make significant contributions to the company
- Hack Day Top Ten Award (2)

CREATIVE DIRECTOR

IQ Interactive, Atlanta, GA

January 2002 – April 2006

OVERVIEW

For over four years, I was an integral part of the growth of this interactive advertising agency. As the ninth employee, my role steadily evolved from graphic design and animation, to conceptual development, client strategy and creative direction. In this fast-paced environment, I worked with a growing team of graphic designers, audio designers, programmers and producers on a wide range of award-winning websites, online advertising campaigns, e-mails, games and CD-ROMs.

HIGHLIGHTS

- Lead designer for the Audi showroom, where users could easily browse every model made in the last 6 years
- Creative direction, design, animation and video compositing for the Royal Caribbean Cruise Planner and Freedom of the Seas websites
- Other clients include Showtime, Cartoon Network, Turner Classic Movies, Cox Communications, National Geographic Channel and IBM

AWARDS

- Communication Arts Interactive Annual 10
- Webby Award for Best Use of Video
- Best of Show Horizon Interactive

MULTIMEDIA DESIGNER

Georgia Institute of Technology, Atlanta, GA
September 1999 – May 2001

While receiving my degree at Georgia Tech, I worked as a multimedia designer for Janet Murray's iTV lab. Projects included prototypes for the AFI-Intel Enhanced TV Workshop, where I conceptualized and designed media-rich presentations that demonstrated the capabilities of this convergent medium. I also created a prototype for the AFI Networked Digital Collection, an online environment that would allow users to view films alongside real-time annotations such as script notes, casting background, costume notes, musical score, etc.

SKILLS & TRAINING

Visual design
Interaction design
Information architecture
Typography
Broadcast design
Video editing & compositing
Videography
Photography
Animation

PROFESSIONAL SKILLS

Creative direction
Client presentations
Proposal writing
Resource management
Agile development
Brainstorming
Copywriting
Brand strategy
Scriptwriting

COMPUTER SKILLS

Photoshop
Flash / Actionscript
Fireworks
Illustrator
Final Cut Pro
After Effects
XHTML
CSS
JavaScript

REFERENCES

Available upon request.