

# Sarah Presland

UX/ Product Designer

## About Me

I bring a unique perspective and eclectic variety of transferable skills to UX that enable me to find and solve problems creatively. I am enthusiastic, creative, curious and honest with a background in interior design, visual merchandise, hospitality and customer service.

It is hard to quantify transferrable skills, but as I learnt the UX methodologies I felt like a duck taking to water as I discovered how relevant mine are. Solving real problems for real people comes naturally to me and I am ready, willing, and able to do so as part of your team.

I am keen to learn more about what you do and look forward to meeting you soon.

## Contact

Phone: 0411 699 770

Email: sarahpresland@gmail.com

Linkedin: [Sarah Presland](#)

Portfolio: [sarahpresland.com](#)

## Education

### User Experience Design (6 month flex)

General Assembly: Aug 2021 - Feb 2022

### The Ultimate Figma Masterclass

Designership : July 2022

### Website Design: Small Business

TAFE NSW Online: Jun 2020 - Aug 2020

### Interior Design Advanced Diploma

Design Centre Enmore: Feb 2001 - Dec 2003

### Design Fundamentals and HSC

Design Centre Enmore: Feb 1998 - Dec 2000

## Design Skills

- User Interviews
- Research
- Analysis and Synthesis
- Ideation and Iteration
- User Flows
- Journey Mapping
- Information Architecture
- Prototyping
- Usability Testing
- Creative Problem Solving
- Exploring
- Interpersonal skills
- Communication
- Thinking Differently
- Figma
- Miro
- Photoshop
- Dovetail
- Notion
- AutoCAD

## UX Experience

### Go! eLearning: Client Project: 2 months

- Discovered and solved a brand new user problem for the clients UX mobile team. Multiple departments adopted the key solution as it would be "of use to all users across all platforms".
- Our research invalidated clients initial assumptions that were created for two key stakeholders needs, but not the end-users.
- While the solution was very end-user-centred it covered the needs of all stakeholders and met the overall business goals.
- I managed the final stage of the project. Introducing a secondary end-user target market to re-test initial client assumptions. I liaised with clients through two rounds of usability testing, after analysis of first-round test results our key modifications led to significantly improved results.

### Friendly Grocer Website: 1 month

- Gathered and evaluated user requirements to create an MVP website for local grocery stores during Covid lockdowns.
- Providing a Click & Collect service was a low-risk way to meet shoppers and businesses' needs. Discounted home delivery as a solution due to cost, high staff and space requirements.
- Solutions included points of difference from larger competitors and reflected customers existing shopping behaviours.
- Project managed the Discover phase of the project while contributing to all tasks including card sorting, information architecture and moderated usability testing.

### Street Library Mobile App: 1 month

- Created a digital format of a service that needed to respect and maintain the character of the real-life experience to ensure engagement by users.
- Changed project direction when needed. Discovered people were not necessarily keen on just "getting more books" for themselves. Instead, the solution was created to help build a community around the library in keeping with users wants.

## Other Experience

### Architects Without Frontiers Volunteer

AWF work within local communities to assist with physical and social infrastructure projects. The client's cultural norms and practices had a strong influence on each project. This experience showed me that to be successful a solution needs to be viable, practical, and of real benefit to users. I teamed up with architects to work as a researcher, designer and model maker.

- **Kompiam District Hospital: Papua New Guinea**  
Created a scale model that was used to raise government funding and as a guide for builders during construction.
- **Vocational Training Centre: Malawi**  
The design had to be functional, sustainable to operate, and fit the local vernacular by not being flashy and standing out.
- **Mobile Bus Libraries: Sri Lanka**  
I initially presented a complicated design with fancy features. What was needed and implemented was a functional no-frills solution that was deployed quickly and cheaply.

### Hospitality

- **Food Production Supervisor: 2019-2021 (Serendipity Ice Cream)**  
Fast-paced environment, multi-department interaction, managing staff, adapting to change, meeting deadlines, attention to detail, ordering stock, department manager.
- **Chef: 2010 -2019 (three cafes)**  
Teamwork, time-management, multi-tasking, face-to-face customer service, flexibility, delegating tasks, communication, prioritising tasks, ordering stock, high pressure environment.