

SARA WEIR

 saraweir.net/research

 linkedin.com/in/saraweir

sara@saraweir.net

949 - 751 - 9814

SKILLS

UX Methods

User Interviews

Affinity Diagrams

Surveys

Usability Testing

Cognitive Walkthrough

Heuristic Evaluation

User Flows

Personas & Scenarios

Wireframes

Tools

Tableau, Google Forms,

Excel, Photoshop, Balsamiq,

Sketch, Slack

Code & Web

C++, HTML & CSS, Java,

Content Management

Systems, E-Commerce,

AGILE Development

USER EXPERIENCE RESEARCHER

PROJECTS

HCI User Research Project: Snapchat UI

Research, test, and redesign to improve Snapchat UI.

Methods: Online Survey, 10 Structured User Interviews, 10 Usability Tests, Affinity Diagram, Personas, and a team Cognitive Walkthrough.

Result: Identify pain points and underlying causes, design 4 solutions.

Case Study: Amazon Pick-up Point

Observe and Evaluate an Amazon Pick-up Point

Methods: 8 weeks Ethnographic Field Study, 15 Interviews of staff and customers, Physical and Behavioral Heuristic Models, User Error Paths

Result: Explore how HCI design drives the site operation and the behavior of staff and customers, in 4 dominant themes plus final recommendations.

MyFitnessPal UX

Self-directed project to use research to inspire new interactive experience models for MyFitnessPal app.

Methods: Survey 38 participants on use of health tracking apps, create User Personas, Sketches, and Paper Prototypes

Result: Translate survey data into UI design for a multiple-diary experience.

WORK

University of California, Irvine, Dpt. of Informatics

2017 to 2018

Research Assistant

For UCI's Moral Sentiment Change Project, classified 2000+ tweets into a data set to train a machine learning tool to predict political alignment.

Hundred., Inc.

2017

Digital Specialist

Designed and pitched marketing campaigns for 5 clients and used graphic design tools to create their content for Instagram, Facebook, and Twitter.

Steven Enterprises, Inc.

2015 to 2017

Web Designer, Developer, and IT

Managed e-commerce website: designed all site graphics and updated inventory. Created 40+ original pages with HTML/CSS, ran Google AdWords, improved Search Engine Optimization, and designed 30+ flyers.

EDUCATION

University of California, Irvine — B.S., Informatics

August 2018

Donald Bren School of Information and Computer Sciences

Concentration in Human Computer Interaction (HCI)

4 terms on the Dean's Honor List

Major GPA 3.78

Volunteer

Project Management Institute, Orange County

2017 to 2018