

SARAH BAIK

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OBJECTIVE

As a passionate UX Designer, I am eager to bring my expertise in creating seamless, user-centered experiences to mission-driven companies. I'm particularly interested in opportunities within sustainability, healthcare, medical innovation, wellness, the arts, nonprofits, and outdoor industries. I look forward to leveraging my skills to enhance the impact of organizations that align with my values and contribute to meaningful, positive change.

EDUCATION

Georgia Institute of Technology

B.S. in Literature, Media, and Communication

Focus: Interaction Design and Science, Technology, & Culture

Minor: Biology

EXPERIENCE

Expedia Group, UX Designer II | June 2023 - March 2024

- Co-developed an automated partner onboarding system, leading to the launch of 10+ White Label Template Partners in 2023.
- Optimized design integration by leveraging the Expedia Group Design System (EGDS) and becoming an expert in web accessibility standards, ensuring that all designs met or exceeded accessibility guidelines.
- Collaborated with Account Managers and Marketing to create hi-fidelity co-branded logos and other essential materials and assets for the successful implementation and launch of 10+ key partners (e.g., Alaska Airlines, Hilton Hotels & Resorts).
- Conducted comprehensive user journey audits for strategic accounts (\$2 billion in GBV), resulting in a 10% increase in visitors through targeted UX enhancements.

Amazon, UX Designer II | June 2022 - April 2023

- Contributed designs to the Amazon Mobile App and Desktop on the Delivery Experience team and iterated on features enhancing a seamless customer journey in post purchase experiences such as order updates to delivery progress.
- Presented designs to executives using interactive Figma prototypes and Keynote, owned projects that helped reduce delivery trips and boxes by 50% and improved driver safety and morale.
- Ensured alignment with customer needs and business goals by collaborating cross-functionally with product managers, marketing managers, and developers.
- Rapidly prototyped new designs and conducted independent usability studies resulting in an overhaul of the customer delivery feedback tool.

IBM, Senior UX Designer I | Jan 2019 - May 2022

- Contributed as the Sr. UX Designer on the Hybrid Data Management team within the Data Management Console and Database Warehouse products.
- Implemented the first interactive onboarding system for IBM hybrid cloud offerings and contributed a design pattern and guidelines to the IBM Carbon Design System.
- Aligned and supported 35+ product team joining the platform ensuring a seamless and consistent experience for new users.
- Conducted research for Streams live data analytics product, worked closely with developers to modernize and eliminate accessibility issues
- Developed expertise in Enterprise Design Systems and Certified in IBM Design Thinking.

SKILLS

Prototyping
User Research
A/B Testing
Wireframing
User Interviewing
Visual Design
Information Architecture
Usability Testing
Accessibility Testing
Web Content Accessibility
Guidelines
CMS Web Design
Design Systems
Cross-functional
collaboration
Mobile/Web Design
Technical Design
Graphic/Print Design
Agile/Scrum method
UX/UI Design
Enterprise Design Thinking
Graphic Design
User-centered Design
Fluent in Korean

TOOLS

Figma
Sketch
Adobe Creative Suite
Wordpress
Squarespace
UserTesting.com
Mural
Github
Keynote
Procreate
Google Analytics
SurveyMonkey
Balsamiq
Miro
Jira
Design Systems

UX DESIGN EXPERIENCE CONTINUED...

Reusable Packaging Association, UX Designer (Freelance) | Nov 2020-Apr 2021

- Consulted as a UX Designer for Reusability, enhancing their digital platforms to improve user interaction with Reusable Packaging Programs (RPPs).
- Designed intuitive interfaces that facilitated the tracking and recovery of reusable assets, contributing to Reusability's mission of promoting cost savings, reduced waste, and operational efficiencies within the circular supply chain.
- Refined and contributed to a design system for the company.

Derm for Primary Care, UX/UI Design Intern | May 2018 - Dec 2018

- Served as the sole designer for Derm for Primary Care, a digital learning platform addressing the shortage of dermatologists.
- Gained exposure to the unique challenges and requirements of healthcare-related design projects.
- Led UX/UI design for optimal user experiences, leveraging Google Analytics insights.
- Developed design system for interface consistency, future scalability and designers.

NON-PROFIT EXPERIENCE

Path with Art Nonprofit, Teaching Artist | Jan 2024 - Present

- Serving as a Teaching Artist for ceramics course, fostering creativity and artists expression for adults recovering from trauma, homelessness, and mental health challenges.
- Volunteered as a Creative Mentor, offering personalized guidance and support to students, encouraging artistic growth and community connection through individualized feedback and mentorship.
- Contribute to a positive, safe, and supportive studio environment, promoting art as a tool for healing and recovery.

Georgia Tech Women's Resource Center, Student Assistant | Aug 2016 - Dec 2018

- Planned and ran events at the Women's Resource Center to connect and support women and LGBTQIA+ community at Georgia Tech, including leading "Yoga for EveryBody" sessions.
- Assisted with creating marketing materials using Adobe Creative Suite and managing social media platforms.

CARE, Communication Intern | Jan - July 2017

- Modernized and implemented new communication strategies within CARE's start-up global consultancy, Inclusion Solutions.
- Created customized proposals and overhauled marketing, workshop, and client meeting materials.
- Conducted a deep dive analysis on data from 50+ workshops and developed data analytics skills by analyzing 3+ years of collected data via SurveyMonkey.

CURRENTLY...

Yu Tang Ceramics, Instructor and Studio Assistant | Feb 2024 - Present

- Teaching classes in wheel throwing, hand-building, trimming, surface design, firing, and glazing.
- Supporting the operation of a professional ceramic studio by firing kilns, making glazes, recycling clay, and ensuring a safe, welcoming environment.
- Assisting with social media content, website updates using Squarespace, and marketing efforts to promote studio offerings and events.

HOBBIES :)

Snowboarding • Pottery • Backpacking • Yoga • Surfing • Rock climbing • Running • Kayaking • Oil painting • Bouldering • Biking • Reading • Writing