

# Sarah Tag

## Product Designer

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## Personal Statement

Experienced product design professional with a passion for creativity and innovation. I bring a process-oriented approach and unbeatable attention to detail to every project. I excel at critical thinking and communication, thrive in collaboration, and infuse modern design principles into every project.

## Work Experience

### Product Designer: Next Art Toronto, On

May 2022 - Present

Boosted user engagement through UX/UI troubleshooting and research, achieving multiple active user growth in 2 months. Refine prototypes and enhance visual design and data visualization for key pages. Create design system and work with developers for optimal outcomes.

### UX Designer: Picture Depot Toronto, ON

Jan2020 - May 2022

Redesigned back-end product and improved user experience through cross-functional collaboration. Optimized conversion rates and design responsiveness with UI/UX audits. Streamlined concept-to-feature time and optimized dev team coding with better design systems and specs.

### Freelance Product Designer

Since 2018

UX consultant/designer for startups like Shuffle Space and Suite Spot Technology. Strong initiative and flexibility with hours. collaborate effectively in tight deadlines and fast-paced environments.

### Junior UX Designer: Shargh Media Tehran, IR

Apr 2017 - Aug 2018

Led design meetings with business partners to turn user requirements into impactful web experiences. Designed provincial insurance information page with developer input. Created visual concepts for the website and supervised page planning. Ensured brand principles were reflected in final digital products.

## Toolkit

### Interactive

Figma | InVision | Basic  
HTML + CSS

### Design

Product Design | Interface and  
Interaction Design | Prototyping  
| Agile Development | Journey  
Mapping | Information  
Architecture | Prototyping |  
Usability Testing | Design  
Systems | Data Analysis

### Visual

Illustrator | Photoshop  
| After Effect

## Education

### UX / UI Certificate

2022

University of Toronto  
Toronto, ON

### Master of Arts in Fine Arts 2018

Azad University of Tehran  
Tehran, Iran

## Projects

**Kyndli: 2021**

**On The Edge: 2021**

**Yellow Brick House: 2022**