

Sarah Bradley

About Me

I am an experienced Product Design/UX Professional who can bring strong design skills and product instincts to your organisation. I have experience designing intuitive interfaces for complex enterprise level applications for web and mobile. I am well versed in liaising with stakeholders/functional partners, and am comfortable communicating up and down the chain of command.

Education

University Of Ulster – BSc Hons Interactive Multimedia Design

Employment

Design Lead, MetaCompliance – August 2021 – Present

In my role at MetaCompliance, I manage all aspects of the UX Design function, including operations, strategy and staff mentoring/management, as well as continuing in an individual contributor capacity.

- Completely transformed the UX Design process and how we work with partners in Product and Engineering, resulting in less friction between teams, a much better user experience, and improved efficiency.
- Completed redesign of the most widely used section of the MyCompliance platform, with beta testing showing >50% reduction in time to complete.
- Created MyCompliance Design System and HTML/CSS UI Kit which has helped speed up design/development time and reduced inconsistency.

Product Designer, Restaurant, Slice – Jan 2021 – August 2021

As the lead designer for the Slice Register POS product, my role involved the complete redesign of an acquired point of sale product, to fit the unique needs/challenges of pizzeria partners. Also lead design for several of the Shop Tools products, including Slice Payments.

- Successful launch of Slice Register MVP
- Launch of Slice Payments product which exceeded revenue targets well before the end of the first quarter.

UX Designer, GolfNow – Sept 2018 – Jan 2021

Sole product designer for the entire suite of B2B products in both the US and international markets. In addition, for our international brand, BRSGOLF by GolfNow, I was responsible for product design for B2C products, as well as creating micro-sites to support product launches.

- Redesign of the worlds most used Tee Sheet - (UX/UI - Sketch, InVision)
- Redesign of the legacy Visitor Booking Module - (UX/UI & Front End Development - Sketch, InVision, Vue.js, Node, Bulma)
- Receiving GEM Award for contributions to Product Design and design culture across the wider business

E-Commerce/Design Consultant, Export Technologies – Jan 2018 – Sept 2018

Analysis of user journeys/UX of E-Commerce websites to provide advice and create a strategy for maximising sales and increasing conversion rates.

- UX audit and Redesign of E-commerce website for a Luxury Spa Brand which resulted in a significant increase in conversion.
- Project managing the rebrand and website redesign of a major international cosmetics brand.

Web/Graphic Designer, Block CPM – Jan 2016 – September 2018

This job role was the end to end design and execution of marketing websites for new property developments as well as property development companies, with a focus on lead generation.

Freelance Graphic Design and Photography – 2010 onwards

Ad hoc work for various clients, creating/updating websites, graphic design and photography.

References available upon request