

## **Sarah Ellzey | Product Designer**

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### **EDUCATION**

#### **California College of the Arts**

BFA Human-Computer Interaction

San Francisco, CA | **Set to graduate May 2027**

Achievements: Creative Achievement Award Scholarship 2023-Present

### **WORK EXPERIENCE**

#### **FigBuild 2025 | Team member | Lead Visual Designer**

**San Francisco, CA | August 2025 - December 2025**

- Delivered 10+ wireframes and polished interactive prototype within a 48-hour design sprint by collaborating cross-functionally and rapidly iterating on user flows, resulting in a cohesive and fully realized product concept to satisfy a prompt given by Figma.
- Established a consistent visual system and branding by defining typography, color, and layout standards, resulting in a unified design language across all screens.
- Identified and designed for a target user persona to focus design decisions, resulting in a more intentional and user-centered solution.

#### **Be My Eyes: Reimagined | Product Designer, Researcher**

**San Francisco, CA | August 2025 - December 2025**

- Proposed a more accessible and intuitive redesign of the Be My Eyes app by conducting field research and user interviews with visually impaired students and nonprofit staff, resulting in design decisions grounded in real user needs.
- Integrated continuous user feedback into the design process by organizing and facilitating interviews during active prototyping, resulting in improved navigation without obscuring critical features.
- Balanced existing brand identity with new interaction patterns by adhering to Be My Eyes' visual guidelines while rethinking interface hierarchy, resulting in a proposal that enhanced usability without sacrificing familiarity.
- Delivered a comprehensive product proposal over a four-month timeline through rapid collaboration and iteration, resulting in a thoughtfully refined accessibility-first solution.

#### **Study Spot | Product Designer, Researcher**

**San Francisco, CA | January 2025 - May 2025**

- Identified a growing student productivity challenge through user research and problem framing, resulting in the concept for a mobile app focused on personalized study-space discovery.
- Developed 20+ low-fidelity wireframes to explore behavior-change design strategies, resulting in a clear and scalable app structure.
- Designed a bright, cohesive visual identity to establish trust approachability, resulting in a user experience that felt personal and supportive.
- Created a high-fidelity mobile prototype covering onboarding, searching, saving, and browsing by translating research insights into functional flows, resulting in an end-to-end, user-ready product vision.

#### **Vitamin Me | Product Designer, Researcher, Systems Specialist**

**San Francisco, CA | January 2025- May 2025**

- Addressed nutritional knowledge gaps among college students by researching systemic health issues and translating insights into a hybrid digital-physical product concept.
- Designed journey maps, user flows, and system diagrams to connect a mobile app with a smart vending machine, resulting in a seamless personalized supplement experience.
- Created a QR-based vending machine interaction paired with a mobile app survey to match users with custom vitamin packages, resulting in a convenient and tailored solution.
- Designed low-and high-fidelity wireframes guiding users from onboarding to recurring monthly purchases, resulting in a sustainable system that supports long-term habit formation.

### **SKILLS AND TOOLS**

Product Thinking, UX Design, UI Design, Enterprise Analytics UX, Data Visualization, Responsive Web Design, Wireframing, Prototyping, Design Systems, Accessibility, Information Architecture, Roadmapping, PRD Writing, UX Mapping, User Research, Usability Testing, Heuristic Evaluation, Systems Thinking, Agile UX, A/B Testing, Figma, Adobe CC, Blender, Cursor, Webflow, Framer, Javascript