



SABRINA LAPORTE

Over 10 years accomplished UI/UX designer with proven track record in managing large-scale projects from conception to completion. Go above & beyond to exceed customer expectations & reach project milestones. Extensive international experience with large companies & start-ups as well as agencies with an entrepreneurial know-how - founded brand design firm. Collaborate with large audience in a wide range of industries:

FINANCE HEALTH CARE REAL ESTATE CONSUMER GOODS TECH RETAIL

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EXPERTISE

Agile work environment
UI/UX Design • Data analytics
Information architecture
Digital Marketing • Mood board
Presentation • Email Campaigns
Graphic & Web Design

EDUCATION

Web Design & Programming Certificate
Gobelins, Paris
2005-2006.

Project Management Certificate
CCIP Business School, Paris
2002-2003.

Bachelor Degree Communication
University of Paris VIII, Paris
1998 -2001.

SKILLS

Problem solving Creativity Team Player

Figma - Adobe XD - Sketch
InVision - Photoshop - Illustrator -
Indesign- Edge Animate - Premiere
• MailChimp
• HTML - CSS - Javascript - WordPress

International Experience



EXTRA

Pro Bono for Taproot Foundation
• Brand Strategist for CFPA - 2013.

Star Gazing • Robot Building • Diving

SENIOR UI/UX DESIGNER

Finance / Vanguard / Philadelphia - USA / 2020 - 2023

Financial & Retirement Services, Institutional department, 10,001+ employees

Work in an Agile environment within the R&D team - special focus on innovative projects

- Wireframe and prototype retirement App user flows.
- Build a customer journey experience demo.
- Work with developers to create Figma templates for designers to ensure new brand cohesion.

UI/UX DESIGNER

Health Care / Client UHS / Philadelphia - USA / 2018

Universal Health Services (Fortune 500 company) / hospitals managing company

Rebrand over 30 hospital websites

- Establish UX best-practices, synthesise & communicate the implications of user research findings and importance to focus on the user experience in acute care.
- Art direct internal resources &/or collaborate with agency partners.
- Design UI/UX deliverables (website Heuristic analysis, sitemaps, style guide, WordPress), & adapt to different uses, projects and constraints.

DIGITAL DESIGNER

Real Estate / Cushman & Wakefield / San Francisco - USA / 2014 - 2017

Worldwide global leader in commercial real estate services, 43,000 employees

Coordinate daily print & digital marketing campaigns with brokers to address building owners needs serving such companies as Salesforce, iconic Transamerica, Twitter, OceanWide & Dropbox

- Develop best-in-class deliverables, best practices to create leading-edge collateral.
- Design/Code responsive websites for all the business properties using HTML/CSS, WordPress.
- Oversee most pitch presentations to secure new business ventures.

UI/UX DESIGNER

Various Industries / Saint Clair Design / San Francisco - USA / 2011 - 2016

Creative structure dedicated to foster business and start-up's image

- UX research, design system, code & manage numerous of responsive websites and mobile App.

See 1 relevant experiences with high impact visibility:

UI/UX designer for Shaklee Corporation / Retail Industry B to B / 2014 - 6 mos

Leading manufacturer & distributor of natural nutrition supplements, 900 Employees, CA \$650 Mion

- Rethink the App experience conducting UX research, prototyping and branding
- Add innovative functionalities and improve the App experience
- Collaborate with the sales & mkg teams to create advertising emails campaigns for Shaklee 180
- Create daily marketing ads across all social media with a primarily focus on Facebook.

BRAND MANAGER

Retail / Systeme U / Paris - France / 2006 - 2010

Large-scale retail stores, 1400 stores, CA EUR 19 B, inc. 1922

- Increase brand awareness, engagement and thought leadership.
- Ensure compliance with all policies, procedures while managing branding initiatives for large retail stores comprised over 15,000 products.