www.saint-clair-design.com
sabrina.g.laporte@gmail.com
610-620-0678

## SKILLS

Agile environment
Figma • InVision • Adobe XD
Sketch • Adobe Suite
MailChimp • WordPress
HTML • CSS
English • French

## EXPERTISE

Prototype mobile App • Data analytics • UI system
• Information architecture
Mood board • Email Campaigns • Web Design

## EDUCATION

**AI for UX Design**
Designlab
2025

**Web Design Certificate**
Gobelins, Paris
2005-2006

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

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

**International Experience**

## EXTRA

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

Upcycler - Diving

# 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.

### Vanguard, Senior UI/UX Designer
2020 - 2023, Malvern PA
Financial & Retirement Services, Institutional department,10,001+ employees

Agile environment, R&D team, focusing on innovative projects
I led the end-to-end design of a new retirement app, improving plan sponsors engagement by 30% through user research, wireframing and prototyping, in collaboration with cross-functional teams

• Build a customer journey experience demo in Adobe XD focusing on new App capabilities to improve Plan sponsors's employees satisfaction. Combined personas stories with customized journey maps, conducted users surveys to analyse results and identify opportunities
• Work with developers to create Figma templates for designers to ensure new brand cohesion

### Universal Health Services, UI/UX Designer
2018 - contract, MissionStaff, Philladelphia PA
Universal Health Services (Fortune 500 company) / hospitals managing company

I led the redesign and optimization of 30+ websites for Behavioral Health hospitals. Collaborating with agency partners, I established UX best-practices, synthesized user research findings, and art directed internal resources to meet user needs and business goal

• Design UI/UX deliverables: heuristic analysis, Google analytics, sitemaps, style guide, WordPress themes, & adapt to different uses, projects and constraints.
• Led the end-to-end design of scalable WordPress themes based on clients's surveys and data gathering from past similar website's projects

### Cushman & Wakefield, Digital Designer
2014 - 2017, San Francisco CA
Worldwide global leader in commercial real estate services, 43,000 employees

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

• Design/Code responsive websites for all the business properties using HTML/CSS, WordPress
• Design unique brand system for business properties
• Build Ipad virtual business property tour to attract stratups creating a unique brand eco-system

### Shaklee Corporation, UI/UX Designer
2014 - 2014 contract, The wunderland Group, Pleasantown CA
Leading distributor of natural nutrition supplements, 900 Employees, CA $650 Million

I led initiatives to enhance the user experience of the nutrition App through UX research and prototyping. In addition, I collaborated with cross-functional teams, to create advertising email campaigns for Shaklee 180º, contributing to increase the brand visibility and engagement

• Enhance the Nutrition App key features by conducting a product feedback survey (SurveyMon key) with a pool of 40 users, monitor the App activity, gather data for UX research
• Map user journey's pain points and imagine innovative features increasing weekly activity by 20%
• Design all the new App frames aligned with the brand using Sketch prototyping tools in partnership with the developper team