

Sarah Neff Digital Designer

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SUMMARY

Product and UI Designer who has worked across early-stage startups and enterprise teams — defining brands from scratch, building design systems, and designing interfaces that ship.

WORK EXPERIENCE

UX/UI Designer *SWAN Beauty* | Contract | Oct 25' – Present

- Leading the development of the SWAN design system, establishing brand consistency and a scalable component library across all Swan Beauty platforms.
- Redesigned the search and filtering experience using Shopify taxonomy, reducing friction in product discovery and improving overall marketplace usability.
- Leading the UX and visual redesign of Swan Lab, introducing new features within a system architecture built for long-term extensibility.

UX/UI Designer *GE Appliances* | Contract | May 25' – Jan 26'

- Built essential ROUX-based smart appliance widgets/apps in 3 months for MVP launch.
- Worked cross-functionally to align user needs with engineering feasibility, resulting in improved product design and user satisfaction.
- Delivered production-ready specs and flows for seamless implementation, which enhanced development efficiency and reduced time to market.
- Created reusable patterns and components within the ROUX system to support future scalability.

Motion Designer *Punchcut* | Internship | May 25' – Sept 25'

- Visualized micro interactions, transitions, and spatial UI behaviors to enhance product team presentations, improving clarity.
- Developed Figma prototypes to test and present motion concepts in client pitches, leading to more successful client engagement.

UX/UI Designer *GE Appliances* | Internship | May 23' – Aug 24'

- Redesigned and prototyped a premium dishwasher LCD UI to match the brand's high-end design.
- Led UI design for the SmartHQ recipe app, focusing on layout, interaction, and visuals.
- Helped conduct 10+ in-home interviews to align features with real-world user behavior.

EDUCATION

BFA New Media Design Rochester Institute of Technology Sep 19' – May 25'

SKILLS

Visual design, motion design and animation, wireframing, prototyping, usability testing, responsive design (mobile and desktop), visual communication, collaboration and teamwork, time management, UX strategy, A/B testing, journey mapping, storyboarding.

TOOLS

Figma, After Effects, Illustrator, Rive, Indesign, Photoshop, HTML, CSS, Lottie.