

# Sarah Neff Digital Designer

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## SUMMARY

Product and UI/Motion Designer with years of hands-on experience spanning UI design, motion design, and end-to-end UX — with a strong bias toward visual craft and interaction quality. Proven track record building scalable design systems, creating motion-based prototypes, and shipping production-ready specs across enterprise and startup environments. Passionate about blending brand visual identity with interaction design to create experiences that are both delightful and measurable.

## 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.
- Designing micro-animations in Rive for Swan mirror and app, creating polished motion moments that elevate the brand experience and demonstrate production-level motion design craft.

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

- Built essential ROUX-based smart appliance widgets/apps in 3 months for MVP launch.
- Delivered production-ready specs and flows for seamless engineering handoff, reducing time to market and improving cross-functional efficiency.
- Leveraged the ROUX design system to create reusable patterns and components, supporting scalability and reducing engineering rework — aligned with established design system practices.

### Motion Designer *Punchcut* | Internship | May 25' - Sept 25'

- Led Rive onboarding for the entire Punchcut team — created and delivered a comprehensive presentation and reference document to bring the team up to speed on Rive workflows and best practices.
- Visualized micro-interactions, transitions, and spatial UI behaviors to enhance product team presentations, improving clarity for stakeholders and client audiences.

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

- Redesigned and prototyped a premium dishwasher LCD UI, ensuring the interface matched the brand's high-end visual identity — demonstrating brand visual sensitivity alongside interaction 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.