

Sarah Neff

Product & Motion Designer

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WORK EXPERIENCE

Product Designer / *SWAN Beauty*

Contract | Oct 25' - Present

Led UI design and built SWAN's design system for a smart mirror and mobile app, creating a scalable component library across platforms. Introduced the system to stakeholders and drove adoption across product and engineering. Identified product gaps and business opportunities, and designed new features to address them

Product Designer / *GE Appliances*

Contract | May 25' - Present

Own and lead UI design for the Advantium interface. Built ROUX-based smart appliance widgets and apps for MVP launch within three months. Delivered production-ready specs and flows to support engineering handoff and reduce time to market. Created reusable patterns using the ROUX design system to improve scalability and reduce rework.

Motion Designer / *Punchcut*

Internship | May 25' - Sept 25'

Led Rive onboarding for the Punchcut team, creating a comprehensive presentation and reference documentation to standardize workflows and accelerate team adoption. Designed micro-interactions, transitions, and spatial UI behaviors that enhanced product storytelling and improved clarity in stakeholder and client presentations.

UX/UI Designer / *GE Appliances*

Internship | May 23' - Aug 24'

Redesigned and prototyped a premium dishwasher LCD interface, aligning interaction design with the brand's high-end visual identity. Led UI design for the SmartHQ recipe app, focusing on layout, interaction, and visual systems.

EDUCATION

Rochester Institute of Technology BFA New Media Design

Sep 19' - May 25'

SKILLS

UX/UI Design, Interaction Design, Visual Design, Motion Design, Design Systems, Information Architecture, User Flows, Prototyping, Mobile & Responsive Design, Accessibility, User Research, Usability Testing, Product Thinking, Problem Framing, Feature Prioritization, Competitive Analysis, UX Documentation, MVP Design, Platform Design, Systems Thinking, Scalability. Roadmaps.

TOOLS

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