

Sarah Neff

DESIGNER · UX/UI & MOTION

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EXPERIENCE

Lead UI Designer / SWAN Beauty

Oct 2025 – Present CONTRACT

- Built SWAN's first design system: design tokens and a scalable component library shared across a smart mirror and mobile app.
- Led UI design across both platforms; introduced the system to stakeholders and drove adoption across product and engineering.
- Identified product gaps and business opportunities, then designed features to address them.

UX/UI Designer / GE Appliances

May 2025 – Present PART-TIME

- Own and lead UI design for the Advantium smart oven interface.
- Designed six core smart appliance widgets and apps on the ROUX design system, taking them from concept to MVP launch in three months.
- Delivered production-ready specs and flows that streamlined engineering handoff and reduced time to market.
- Created reusable ROUX patterns that improved scalability and reduced rework.

Motion Designer / Punchcut

May 2025 – Sep 2025 INTERNSHIP

- Led Rive onboarding for the team, creating a presentation and reference documentation that standardized workflows and accelerated adoption.
- Designed micro-interactions, transitions, and spatial UI behaviors that strengthened product storytelling in client and stakeholder presentations.

UX/UI Designer / GE Appliances

May 2023 – Aug 2024 INTERNSHIP

- Redesigned and prototyped the Monogram premium dishwasher LCD interface, aligning interaction design with the brand's high-end identity. Shipped in 2026.
- Led UI design for the SmartHQ Recipe tab, creating one consistent way to browse and search by ingredient, cuisine, and diet.

EDUCATION

Rochester Institute of Technology / BFA, New Media Design

Sep 2019 – May 2025

SKILLS

Product & UX: UX/UI Design, Interaction Design, Information Architecture, User Flows, Prototyping, User Research, Usability Testing, Accessibility, Mobile & Responsive Design, MVP Design

Systems & Strategy: Design Systems, Design Tokens, Component Libraries, Platform Design, Systems Thinking, Product Thinking, Problem Framing, Feature Prioritization, Competitive Analysis, Roadmaps, UX Documentation

Visual & Motion: Visual Design, Motion Design, Micro-interactions

TOOLS

Figma, Rive, After Effects, Lottie, Illustrator, Photoshop, InDesign, HTML, CSS