

# Grant Sawyer

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UX Portfolio - <https://www.iamgrantsawyer.com> | GitHub - <https://github.com/gsawyer100>

Graphic Design Portfolio - <https://www.sawyergraphics.net> | LinkedIn - <https://www.linkedin.com/in/grant-sawyer>

With expertise in visual design, digital prototyping, and UX writing, I bring concepts from idea to reality, while my abilities to spot problems and creatively brainstorm ideas guide me in delivering innovative solutions.

I understand the power of collaboration and am well-versed in design theory, making me an adaptable and valuable asset for any project.

## EXPERIENCE

### Connect & Serve Website | UX Designer | 09/2022 - 12/2022

- Successfully delivered website mockups for a poverty-focused non-profit organization, utilizing under 30% of the allocated budget, ensuring cost-effective solutions.
- Leveraged strong communication, time management, and project management skills to align project goals with client expectations, especially concerning the target user's needs and preferences
- Demonstrated collaborative prowess by providing strategic recommendations and working seamlessly within a cross-functional team, ultimately driving customer success and achieving key business objectives.
- Spearheaded the creation of user surveys, a pivotal tool in refining the client's website information architecture and enhancing user satisfaction and usability.
- Meticulously documented exceptional team performance, capturing vital key performance indicators (KPIs), pain points, and significant project milestones, providing valuable insights for ongoing improvements and decision-making.

### Productions.com | Website Audit & App Layout | UX Designer | 09/2021 - 10/2021

- Guided the project by conducting thorough and timely meetings to collaboratively define and communicate the project's vision and expectations with the client, ensuring a user-centric approach to the project.
- Conducted an in-depth competitive and comparative analysis by evaluating 14 companies. This analysis yielded actionable insights, enabling Productions.com to outperform peers and increase daily active users.
- Delivered a responsive website with an outstanding user interface (UI), an optimized mobile app layout, an interactive forum, and a revamped blog, ensuring a user-centric digital experience.

## **Community College of Philadelphia | Graphic Designer | Philadelphia | 05/2016 – 08/2019**

- Spearheaded strategic design solutions by engaging with cross-functional teams, including key stakeholders such as the Creative Services Director, designers, and HR professionals.
- Utilized Adobe Creative Cloud (Photoshop, Illustrator, InDesign) to craft compelling social media advertisements for campaigns, including Black History Month, Women's History Month, and Career Exploration Day, that drove positive brand engagement and achieved impactful results.
- Conducted interview sessions with job applicants, skillfully probing to identify the best fit for the organization.
- Pioneered innovative marketing and design strategies to catalyze rapid growth and expansion.

## **PROJECTS**

### **Front end web developer | 02/2023 - 04/2023**

- A Tic Tac Toe Game – Used JavaScript to create a fully functional tic tac toe game
- A Programmer Meme's List – Used Basic HTML, CSS, and JavaScript to create a programmer memes website
- A Food Appreciation Website – Used Basic HTML, and CSS to create a website of foods I enjoy

### **Netflix Revenue Generator | UX Designer | 07/2021 – 08/2021**

- Designed a minimum viable product for Netflix's mobile and desktop web applications to aid its subscribers in synchronized viewing from different locations
- Conducted qualitative user research and data-mining on different websites and collected and synthesized the data
- Collected direct user feedback to employ strategies Netflix could implement to gain an advantage over competitors
- Applied attention to detail by utilizing user testing and design usability studies to gauge the effectiveness of the product

### **SEPTA Web and Mobile Applications | UX Designer | 11/2021**

- Implemented strategy and technical skills in user interface design and product design to redesign SEPTA's Key Card thus making riding SEPTA cost-effective
- Conducted user surveys to make user-centered improvements for Septa's web and mobile applications, including reminding the user that they are low on funds

## **EDUCATION**

**University of the Arts | Bachelor of Fine Arts | Philadelphia | 09/2019 – 05/2021**

**Promineo Tech | Front-end web development | 11/2022 – 04/2023**

**General Assembly | User Experience Design Immersive | Remote | 06/2021 – 09/2021**

**Community College of Philadelphia | Associates in Arts | 09/2015 – 05/2019**