Sierra Knox

SKDESIGNPLAY.COM ➔

Results-driven UI/UX Designer consistently delivering solutions that increase user engagement, transforming complex requirements into intuitive interfaces that elevate conversion rates and strengthen brand loyalty while optimizing accessibility.

⌖ PORTSMOUTH, NH | USA

EXPERTISE

STRATEGIC UX/UI

Information Architecture & User Flows (specializing in reducing cognitive load), User Research, Wireframing & Prototyping (rapid iteration techniques), Accessibility Implementation (WCAG 2.1 AA & AAA standards), Data-Driven Design Optimization

VISUAL DESIGN SKILLS

Responsive Design Systems, Component-Based Design, Brand Identity & Visual Systems, Interactive Prototyping, Visual Communication & Information Design, Creative Direction

PROGRAMS

- Figma
- Adobe XD
- Illustrator
- Photoshop
- InDesign
- Powerpoint
- Zeplin
- Asana
- Trello
- Jira
- Wordpress

EDUCATION

RHODE ISLAND SCHOOL OF DESIGN (RISD)

PROVIDENCE, RI | 2007

Bachelor of Architecture
Bachelor of Fine Arts

HARVARD UNIVERSITY

CONTINUING EDUCATION

CAMBRIDGE, MA | 2007

Theories of Globalization
Sociology

UC BERKELEY

CONTINUING EDUCATION

SF CAMPUS | 2014

UX | UI
Adobe Illustrator, Advanced

EXPERIENCE

4+ Years as a UI | UX Designer | 13+ Years as a Graphic Designer

FM

UI | UX DESIGNER

JOHNSTON, RI | REMOTE   FEBRUARY 2024–JANUARY 2025

- Designed new branded components for the client Global Portal that increased user engagement while establishing new brand consistency.
- Conducted comprehensive heuristics evaluation that identified 11 critical UX issues, leading to improvement in user task completion rates and reduction in support tickets.
- Designed and implemented a unified style guide that streamlined the user experience while reducing development implementation by 40%.
- Initiated custom visual assets that improved brand recognition and increased client satisfaction.

HOUGHTON MIFFLIN HARCOURT

UI DESIGNER

NEW YORK, NY | REMOTE   MAY 2022–MAY 2023

- Designed unit opener pages and breadcrumb navigation that increased accessibility for English as a Second Language (ESL) students, ensuring consistency and clarity in both design and user journey across the entire platform which increased student engagement by 46%.
- Implemented user feedback-driven design improvements that decreased task completion time and improved overall teacher platform satisfaction ratings from 3.6 to 4.7 (out of 5).
- Developed accessibility specifications that achieved seamless WCAG 2.1 AAA compliance, expanding platform usability.
- Translated the digital-first education platform into templates for print publication.

OPEN EXCHANGE, INC.

UI | UX DESIGNER

NEW YORK, NY | REMOTE   MARCH 2021–APRIL 2022

- Developed an agile design template in Adobe XD for cross-sector implementation, streamlining the design process and reducing time-to-market by 60% while maintaining brand integrity.
- Prioritized visual accessibility that expanded user base, increasing edge with competitors.
- Created a style guide for the Open Exchange brand while updating the color palette and unifying brand application specifications.
- Designed unified video player interface experience for Knovio, the video conferencing white label product used by Open Exchange.

CHABOT SPACE & SCIENCE CENTER

GRAPHIC DESIGNER

OAKLAND, CA   OCTOBER 2017–MARCH 2020

- Redesigned museum website resulting in 48% increased online ticket sales and 78% improved user engagement metrics.
- Created digital and print marketing materials that increased event attendance and boosted social media engagement.
- Designed exhibit materials that elevated visitor satisfaction ratings and increased average visit duration.
- Conceptualized and executed annual fundraising gala materials that helped increase donations by around 20% year-over-year.