

Sierra Knox

skdesignplay.com

I create human-centered design systems that simplify complexity, improve accessibility, and deliver measurable business impact through thoughtful user experiences.

Specializations

Strategic UX/UI:

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

Visual Design Skills:

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

Technical Skills

Design Tools:

Figma, Adobe XD, Illustrator, Photoshop InDesign

Collaboration:

Asana, Trello, Jira, Zeplin

Development:

WordPress, PowerPoint

Education

UC Berkeley

Continuing Education

SF Campus | 2014

UX | UI

Adobe Illustrator, Advanced

Harvard University

Continuing Education

Cambridge, MA | 2007

Theories of Globalization
Sociology

Rhode Island School of Design (RISD)

Providence, RI | 2007

Bachelor of Architecture
Bachelor of Fine Arts

Experience

6+ Years of UX/UI Experience

FM

UX/UI 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 time by 40%.
- Initiated custom visual assets that improved brand recognition and increased client satisfaction.

Houghton Mifflin Harcourt

UX/UI Designer

New York, NY | Remote

May 2022–May 2023

- Boosted student engagement by 46% by designing clear and more consistently accessible unit openers and breadcrumb navigation for ESL learners across the platform.
- 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.

OpenExchange, Inc.

UX/UI 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 over competitors.
- Designed unified video player interface experience for Knovio, the video conferencing white label product used by OpenExchange.
- Created a style guide for the OpenExchange brand while updating the color palette and unifying brand application specifications.

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 20% year-over-year.