Emily Sayer

UX/UI Designer, Visual Designer

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DESIGN EXPERIENCE

Huey Suncare, Contract Product Designer

JULY—AUG 2025

- Led IA and UX flow redesign to reposition Huey Suncare's e-commerce website, designing high-fidelity wireframes for developer hand-off
- Built a personalized product-matching experience ("Find Your Hue")
- Applied competitive research and usability heuristics to refine hierarchy, CTAs, and social proof, increasing clarity across key conversion touchpoints

Springboard Academy, UX/UI Design Fellow

AUG 2024—AUG 2025

- Designed and shipped three concept-to-prototype mobile products
- Synthesized qualitative research into actionable artifacts—personas, flows, and app maps—to align design decisions with real user needs and constraints
- Validated designs through multiple rounds of usability testing, improving clarity, accessibility, and user confidence across core workflows

FullBeauty Brands, Digital Design Lead

AUG 2024—FEB 2025

- Drove end-to-end digital visual design initiatives for Roaman's, delivering scalable email, paid media, and web assets within a multi-brand retail environment
- Collaborated cross-functionally with marketing, e-commerce, and development teams to maintain visual consistency and elevate brand presence across customer touchpoints
- Handled handoff and QA processes to ensure design fidelity

ScienceMagic, Digital Marketing Designer

JAN—OCT 2023

- Designed and delivered multi-channel digital campaigns across email, paid media, and organic social for consumer brands including MISSION and Pleasing, maintaining strong visual consistency and brand expression
- Art-directed and coordinated video shoots to produce high-quality social assets, balancing creative direction, storytelling, and platform-specific best practices.
- Supported cross-functional teams with rapid-turn design execution, producing pitch decks, internal materials, and ad hoc assets with precision and speed

COMPETE Digital, Digital Designer

JAN 2019—JAN 2023

- Led visual and motion design for mission-driven digital campaigns, delivering adaptable creative across video, display, and static formats
- Owned production workflows from concept through delivery, optimizing motion systems and asset variations for speed, consistency, and reach

EDUCATION

Springboard Academy

2024—2025

Certification in UX/UI Design

Vassar College

2014—2018

BA in Political Science

SKILLS

Industry Knowledge

- Accessible design practices (usability testing, heuristics, WCAG)
- Conversion-driven digital design (A/B testing, campaigns, paid media)
- End-to-end UX/UI design (research, flows, IA, prototyping, high-fidelity UI)
- Responsive, mobile-first digital design systems and visual hierarchy
- Cross-functional collaboration and design storytelling with stakeholders

Tools and Technology

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro)
- Figma
- Final Cut Pro
- Google Suite
- Miro
- Microsoft Suite
- Squarespace
- Wix / Wix Studio