

# Emily Sayer

Product Designer / Digital Advertising

## DESIGN EXPERIENCE

### Huey Suncare / Product Designer

JULY 2025 – AUGUST 2025

- Redesigned site architecture and user flows to transform Huey's investor-focused website into an immersive, customer-facing e-commerce platform.
- Integrated personalization through an interactive "Find Your Hue" quiz, applying user-centered design principles to tailor product recommendations by skin tone, activity, and lifestyle.
- Applied insights from competitive analysis to incorporate social proof, clear CTAs, and bold visual systems, enhancing usability, engagement, and conversion pathways.

### Springboard / UX/UI Design Fellow

JULY 2024 – AUGUST 2025

- Designed three mobile applications, leading the end-to-end product design process from research through final prototype.
- Conducted comprehensive UX research including user interviews and secondary research; synthesized findings into personas, user flows, app maps, and wireframes to guide design decisions.
- Led iterative usability testing to validate and refine designs, ensuring accessibility, reduced cognitive load, and a supportive experience that encouraged sustainable movement habits.

### FullBeauty Brands / Digital Design Lead

AUGUST 2024 – FEBRUARY 2025

- Crafted digital design initiatives for the Roaman's brand, creating marketing emails, paid social campaigns, and web design assets aligned with brand standards.
- Collaborated cross-functionally with marketing and e-commerce teams to deliver engaging digital content that drove customer acquisition and retention.
- Coordinated seamless handoff of digital assets to web developers, ensuring accurate implementation, quality control, and timely campaign launches.

### ScienceMagic / Digital Designer

JANUARY 2023 – OCTOBER 2023

- Designed and produced digital campaigns across email, paid ads, and organic social media for client brands including MISSION and Pleasing, ensuring visually consistent and engaging content.
- Organized and art-directed video shoots to generate high-quality organic social media assets, balancing creative direction with brand storytelling needs.
- Supported cross-team initiatives by creating pitch decks, internal materials, and fulfilling ad hoc design requests with quick turnaround and attention to detail.

### COMPETE Digital / Graphic Designer

JANUARY 2019 – JANUARY 2023

- Developed digital advertisements for political campaigns and environmental advocacy groups, translating key messages into compelling visuals across video, motion, and static formats.
- Produced video assets from concept to delivery, creating multiple motion cutdowns and coordinating banner ad packages to maximize campaign reach and adaptability.
- Supported COMPETE's internal marketing by designing brand assets, including print flyers, event banners, and digital ads, strengthening the agency's visual identity.

## EDUCATION

### Springboard / UX/UI Design Certification

2024 – 2025

### Vassar College / BA Political Science

2014 – 2018

## SKILLS

### UX/UI DESIGN

- Applications: Figma, Sketch, Miro
- User research, information architecture, wireframing, prototyping

### GRAPHIC DESIGN

- Applications: Adobe Suite (Photoshop, AfterEffects, Illustrator, InDesign, Premiere)
- Typography, color theory, visual design language
- Motion graphics, video editing, color grading